No. 277
March 1988
Our Price
$1.50
Bad!

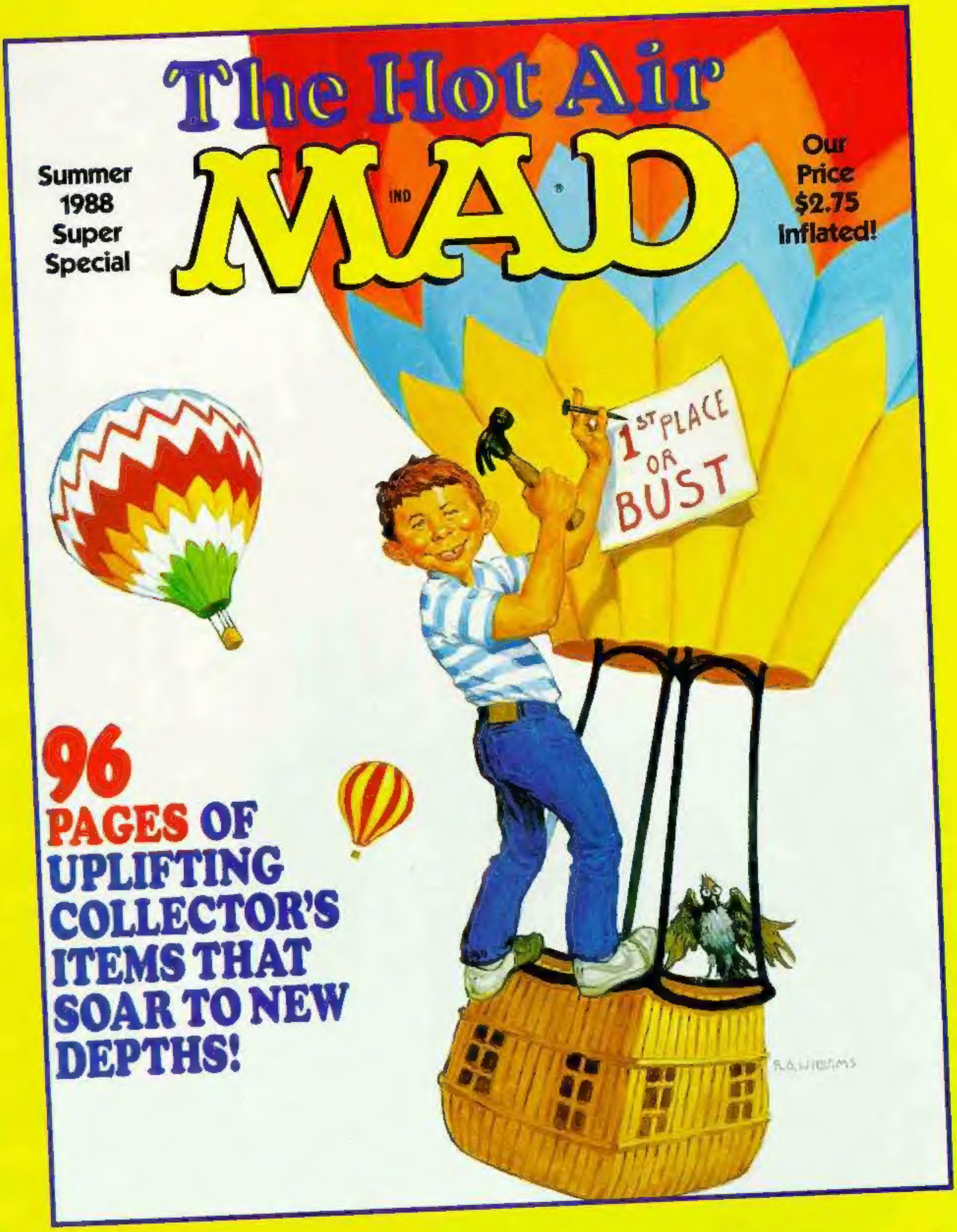
MAD

IND ®

0 70989 33230 0 03

ALFRED E. NEUMAN

SHEER BALLOONACY!!!



Drift Over To Your Newsstand Lift-off A Copy Of The Super Special They Said Would Never Get Off The Ground!

IT'S LIGHTER THAN AIR...BUT NOT AS CHEAP!

NUMBER 277 MARCH 1988

MAD

"These days, about the only thing free of charge is a run-down battery!"
—Alfred E. Neuman

WILLIAM M. GAINES *publisher*

NICK MEGLIN, JOHN FICARRA *editors*
LEONARD BRENNER *art director* TOM NOZKOWSKI *production*
CHARLIE KADAU, JOE RAIOLA, SARA FOWLER *associate editors*
DICK DE BARTOLO *creative consultant*
JACK ALBERT *lawsuits* ANNE GAINES *blue cross troubleshooter*
GLORIA ORLANDO, LILLIAN ALFONSO, M.C. GAINES *subscriptions*
CONTRIBUTING ARTISTS AND WRITERS *the usual gang of idiots*

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COVER ARTIST: RICHARD WILLIAMS

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VITAL FEATURES

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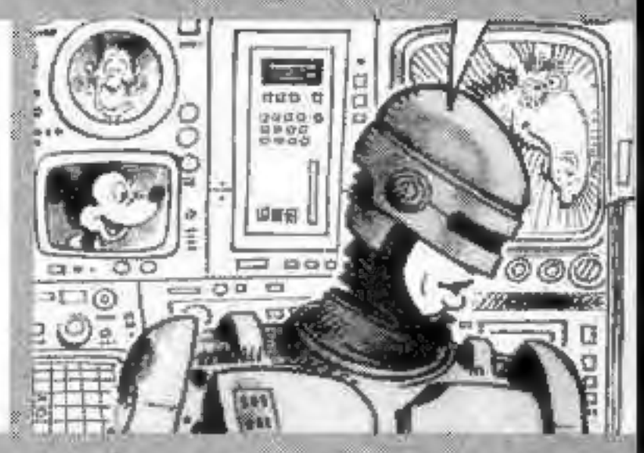

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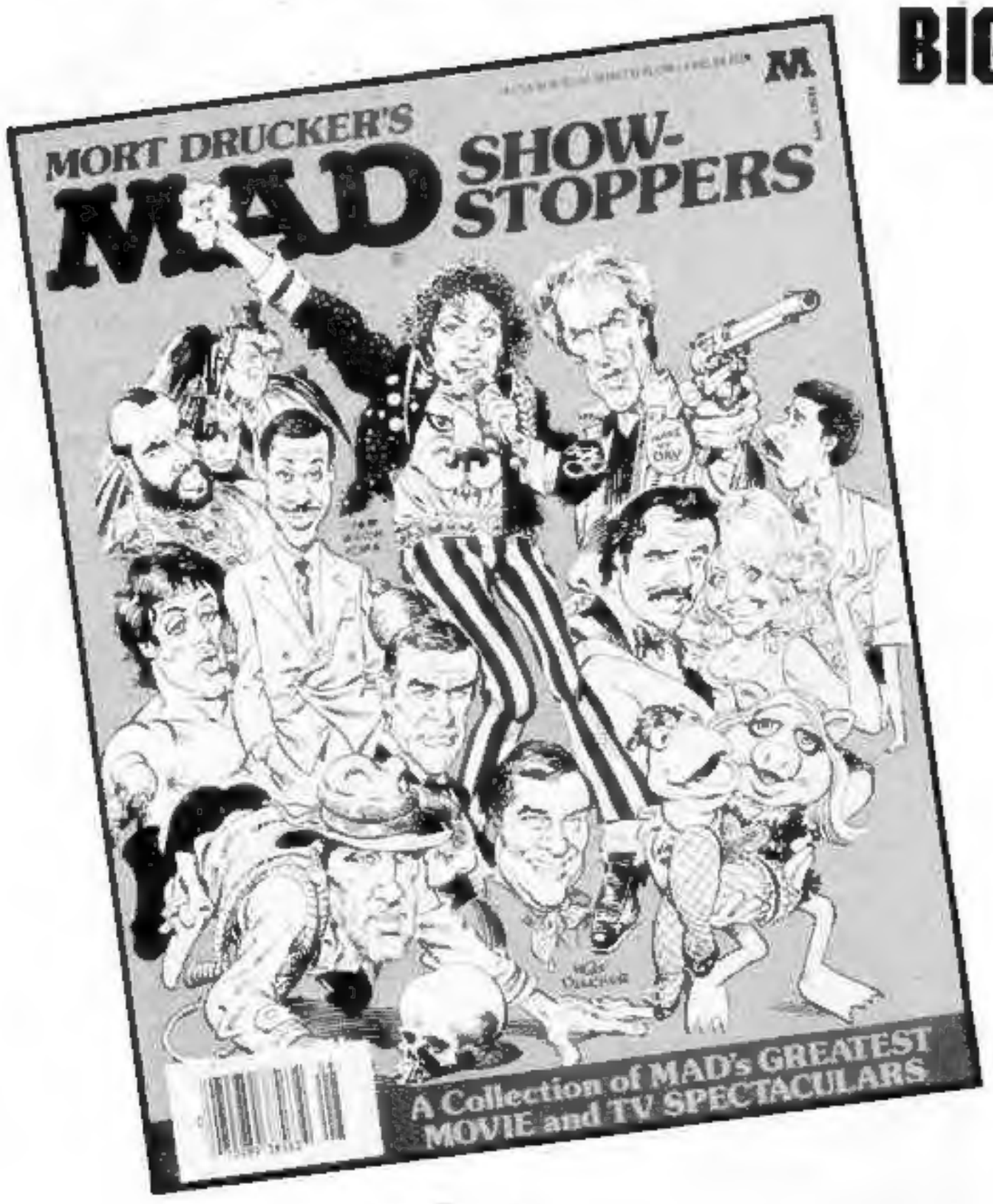
BIG DEAL!



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WITH AN 8 ISSUE SUBSCRIPTION
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(Don't be a schmuck! Go for one of the other two offers!)

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☐ I enclose $46.75* Please send me the next 40 issues of MAD...*PLUS* MORT DRUCKER'S "MAD SHOWSTOPPERS" *AND* DICK DEBARTOLO'S "HERE'S MAD IN YOUR EYE" ABSOLUTELY FREE! (And make it quick!)

☐ I enclose $29.75* Please send me the next 24 issues of MAD...*PLUS* ☐ MORT DRUCKER'S "MAD SHOWSTOPPERS" *OR* ☐ DICK DEBARTOLO'S "HERE'S MAD IN YOUR EYE" (Please check one. Neatness counts!)

☐ I enclose $11.75* Please send me the next 8 issues of MAD...Gaines knows what he can do with his lousy MAD big books!

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NAME_____

ADDRESS_____

CITY_____

STATE_____ ZIP_____ NUMBER OF CAVITIES AT LAST CHECK UP_____

*Outside U.S.A. (including Canada), $15.25 for 8 issues or $38.75 for 24 issues or $59.75 for 40 issues in U.S. Funds payable by International Money Order or Check drawn on a U.S.A. Bank. Allow **10 weeks** for subscription to be processed. MAD Magazine cannot be responsible for cash lost or stolen in the mails so CHECK OR MONEY ORDER PREFERRED!

LETTERS AND TOMATOES DEPT.

SAVED BY THE DECIBEL

In regards to "The MAD Decibel (dB) Scale" in issue #275: perhaps the loudest sound ever heard was the 1883 eruption of the volcano on Krakatoa Island. It produced a sound intensity estimated at 190 decibels. Your 2,198 decibels produced by MAD readers groaning would generate 1×10^{199} gigawatts of energy, which is equivalent to innumerable exploding galaxies.

John S. Duckering
Odessa, TX

Speaking of hot eruptions, you've obviously never heard Bill Gaines belch after a couple of dogs at Nathan's at Coney Island! – Ed.

MAKING BOOK

In your "Fat-Book-of-the-Month Club" (Back Cover #275), you forgot the fattest book of all—"MAD FAILURES: Lame Articles from 1987"!! Okay, now try and insult me with some not-so clever comeback like, "We forgot one more: *Idiots from Leverett!*"

Selanna Reiner
Leverett, MA

How little you know us. We've no intention of insulting the fine town of Leverett, Massachusetts. It's your moronic name we take issue with! – Ed.

A FEATHER IN DUCK'S CAP

Now it's time to congratulate longtime MAD contributor Duck Edwing! The Duck (on the right) beat out 1,075 other entrants to nab first place in the 1987 Suburban Newspapers of America's Editorial Awards Contest! Duck's cartoons appear in the *Burke/Braddock Connection* in Virginia (Edited by Tom Grubisich, left). Great job, Duck! Look how happy he is, look into his eyes ...deep...deeper...you are getting drowsy...your eyelids are heavy...

"YOUR PET KNOWS..."

While reading "Your Pet Knows..." in my copy of MAD #275, I discovered there are eight pictures, but only seven captions! I am sure this is just a typographical error, but I'd like to find out what that bird in its cage knows... How about, "...When the cage needs to be cleaned!"

Paul Gallant
Rochdale, MA

It's true, some issues of MAD #275 did go out missing a caption. They've already become rare collector's items, worth up to $80,000 on the open market (so we've been told)! By the way, Paul Peter Porges's original caption for that bird hanging upside down is "YOUR PET KNOWS...when your gas heater has a leak!" – Ed.

THE BUCKLEY SLOP'S HERE

MAD's Alfred E. Neuman, drawn by Mort Drucker, made a guest appearance on the cover of the Oct. 9 '87 issue of *National Review*. There is, however, NO truth to the rumor that a future cover of MAD features *NR* Editor Wm. F. Buckley, Jr. as "Dr. of Verbosity, '88"!

AN UNUSUAL REQUEST

Please send me a copy of MAD. I've heard good things about it, and I'm very interested. If there's a charge, please inform me.

Marcia Wilderman
St. Louis, MO

We've heard good things about you too, Marcia, and we're very interested. If there's a charge, please inform us! – Ed.

MAD READER STRIKES OUT

What does the introduction to "Major League Baseball Rule Changes for the 1980's" in MAD #274 mean? It says, "It's been 56 years since Henry Ford invented baseball in 1947." Everyone knows Henry Ford was our second President. Secondly, baseball was invented by Egyptian parking attendants in the 1600s. Most obviously, it's been more than 56 years since 1947!

Doug Thompson
Allendale, MI

Nobody likes a know-it-all. Besides, the "Egyptian Parking Attendant Baseball Theory" is just that – a theory! – Ed.

MERCHANDISE MARKS

Your "Important Announcement" in MAD #275 took me in hook, line and sinker. I honestly expected to see some real ads! The joke was great. I enjoyed seeing William Gaines's picture, too. It always makes me feel good to view someone uglier than myself.

James Halon
Seattle, WA

You fool! The ads were real! It's the ugly picture of Gaines that's a phony! – Ed.

STATEMENT OF OWNERSHIP, MANAGEMENT AND CIRCULATION *(Required by 39 U.S.C. 3685)* **1A.** Title of Publication: MAD **1B.** Publication No. ISSN 0024 9319 (324520) **2.** Date of filing: Oct. 1, 1987 **3.** Frequency of issue: Monthly, except Feb., May, Aug., Nov. **3A.** No. of issues published annually: 8 **3B.** Annual subscription price: $10.75/8 issues **4.** Complete Mailing Address of Known Office of Publication: 485 MADison Avenue NYC 10022 **5.** Complete Mailing Address of the Headquarters or General Business Offices of the Publishers: 485 MADison Avenue NYC 10022 **6.** Full Names and Complete Mailing Address of Publisher, Editors, and Managing Editor: Publisher: William M. Gaines—485 MADison Avenue NYC 10022; Editors: Nick Meglin, John Ficarra—485 MADison Avenue NYC 10022; Managing Editor: None. **7.** Owner *(If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding 1 percent or more of total amount of stock.)* E. C. Publications, Inc., wholly owned by Warner Communications, Inc. a publicly held corporation—75 Rockefeller Plaza NYC 10019. **8.** Known bondholders, mortgages, and other security holders owning or holding 1 percent or more of total amount of bonds, mortgages or other securities: None

10.

EXTENT & NATURE OF CIRCULATION	AVERAGE NUMBER OF COPIES EACH ISSUE DURING PRECEDING 12 MONTHS	ACTUAL NUMBER OF COPIES OF SINGLE ISSUE PUBLISHED NEAREST TO FILING DATE
A. TOTAL NO. COPIES PRINTED	1,626,013	1,691,870
B. PAID CIRCULATION: 1. SALES THROUGH DEALERS & CARRIERS, STREET VENDORS & COUNTER SALES	685,324	781,785
2. MAIL SUBSCRIPTIONS	57,419	63,386
C. TOTAL PAID CIRCULATION	742,743	845,171
D. FREE DISTRIBUTION BY MAIL, CARRIER OR OTHER MEANS, SAMPLES, COMPLIMENTARY, AND OTHER FREE COPIES	85	65
E. TOTAL DISTRIBUTION	742,828	845,236
F. COPIES NOT DISTRIBUTED: 1. OFFICE USE, LEFT OVER, UNACCOUNTED, SPOILED AFTER PRINTING	600	600
2. RETURNS FROM NEWS AGENTS	882,605	846,040
G. TOTAL	1,626,013	1,691,876

11. I certify that the statements made by me above are correct and complete.

William M. Gaines, Publisher.

Please Address All Correspondence To:
MAD, Dept. 277, 485 MADison Avenue
New York, New York 10022

MAD welcomes reader submissions. Manuscripts will not be returned or acknowledged, however, unless they are accompanied by a self-addressed, stamped kaleidoscope!

ASSAULT AND BATTERY INCLUDED DEPT.

There was a movie out this summer in which the main characters caused violence, torture, death, anarchy and senseless property damage—and they were the good guys! The bad guys were responsible for even *more* misery and wreckage! But the destruction caused by the good guys and bad guys combined was nothing when compared to the incredible carnage caused by...

Bones, here at C.O.P. Security we need to come up with an indestructible machine to stop the lawlessness in this town. But that was the worst demonstration of an automated enforcement droid I've ever seen!
You think it's imperfect just because it killed ONE innocent employee?!?
I think it's imperfect because it didn't automatically clean up the mess after it killed the employee! I want full automation in all our products!
Send the medics! Jenkins has been annihilated by our latest droid! Where's the body? In the conference room...and in the hallway ...and on the ceiling... and under the rug and...
C.O.P. CLONES OUR PRODUCT
DROID MODEL #487
What a fiasco! When will they invent a mindless, servile, insensitive robot?
It has been invented! It's called a politician!
EVEN IF THEY DID HEAR US IN THE WALLS, I'D CALL THIS OVERKILL!
I've come up with my own protective droid but I need a dead cop to make it a working model!
In this town, we should have a dead cop for you in about 30 seconds!
DROID #1742
DRUCKER

ROBOSLOP

ARTIST: MORT DRUCKER

WRITER: DICK DEBARTOLO

I call my droid **Rubbish-Cop!**

Really, what's he **like?**

Remember the TV show **"The $6 Million Man"?**

Yes! Is your invention **similar?**

Well, let's put it this way. If **Lee Major's lawyer** calls, tell him I'm **out of town!**

Boo, **how long** before we see a **demonstration** of your **bionic man?**

Well, we have **nine dead cops** since I asked for one a few minutes ago, but I still need **some time.**

I **don't have** a lot of time! I want to see it **four panels** from now!

I'll work **fast!** But **don't worry! MAD readers read slow!**

DROID MODEL #487

I'll teach you cops **not** to follow a **fully armed team of maniacs** into a deserted warehouse without a **backup!** There, I **shot off** each of your **fingers**...Now I'll shoot off each of your **toes**...Then...

Instead of killing cops with **one bullet,** Clearance **insists** on shooting them apart, **bit by bit by bit!**

I know! Half the **reason** we hold up banks is to **get money to buy ammunition!**

This is **Officer Loser!** Officer Murky's been **shot up bad!**

We'll send an **ambulance** to **pick him up!**

Don't **bother!** There's not **that much** of him left! You'll be able to **sop him up** with a **"police blotter"!**

We've given him a **bionic arm,** two **bionic legs** and a **bionic brain,** but we don't have enough **power** to **shock** him **back to life!**

Show him his **bionic bill!**

Look, you're **right... he works!**

And he's ready in only **four panels!**

NURSE

This is a **special** officer! He will obey every command! All you have to do is feed him this special **robo/electronic/organic food!**

Since when does **Gerber** make robo/electronic/organic food?

Okay, so it's **baby food!** But when you bill the government **$450.00 a jar,** you have to make it **sound** a little more **exotic!**

I'll push his **belly button** and give you a little **demonstration** of how this guy works.

I have **four directives:**

MATTEL

① UPHOLD THE LAW, EVEN IF IT MEANS DISPENSING WITH ALL LOGIC.

② PROTECT THE INNOCENT WHILE DESTROYING MILLIONS OF DOLLARS IN PROPERTY.

③ SERVE THE MOVIE VIEWING PUBLIC BY STOPPING VIOLENCE--WITH VIOLENCE.

④ CREATE SUSPENSE BY NOT TELLING WHAT THE FOURTH DIRECTIVE IS--TILL LATER!

Look at that new **Hobocop** shoot! I've **never** seen **anyone** shoot **better!**

Neither have I! Not even **Axewell Fooley,** the best **shot** in **Detroit!**

The best shot in **Beverly Hills,** guys, Beverly Hills!

You big **jerk, get out of here!**

But Mama, he **stopped** the **robbery!**

Big deal! The crook would have gotten three hundred dollars in **cash!** This **bionic boob** just did $15,000 in **damage!**

There's a **congressman** in the building, and he's **nuts!**

You just described **every congressman** in the **state!** You'll have to be **more specific!**

This nut's holding **hostages** at **gunpoint!**

Not anymore! **Rotocop** just **saved them!**

Okay, boys, send home the emergency units and send in the **bricklayers**, the **construction workers** and the **electricians** to fix the **damage Robocrock did!**

EMERGEN

POLI

You **never** should have sold the old man your **Rube-cop** over MY **Snafu 1313**, Boob!

Why not? I gave my invention the **street smarts** of a **cop**, the **strength** of an **ape** and the I.Q. of a **sophisticated computer.** Can you top **that?**

Yes, I can—I gave one of my **hired goons** a **gun** and **your home address!**

You know, there's something **very familiar** about you. You remind me a lot of **Officer Murky!**

Really? Why is **that?**

Murky acted **stiff** and **mechanical,** too!

Roboflop left the building! Did he say **where** he was **going?**

To get some **refreshments!**

Dairy Queen?

No, **Radio Shack!**

You can't come in here! What's the **password?**

Try to stop me and I'll **blow you away.**

Well, that sounds **close enough** for **me! Come on in!**

Your name is **Alex J. Murky!** You got into a **gun fight** with a **hood** named **Clearance** and **everything** but your **brain's nerve center** and **right arm** was **replaced!**

Wow, you mean they replaced **all** my **other parts?**

Yes! The operation cost **the company** an **arm and a leg!**

They're not the **only** ones!

I **killed Boob** for you, but now **Robo-crock** is on my **trail!**

Clearance, just **wipe** that contraption **out** and you'll have a **fine reward!** The corporation wants you to head up the **new city** we're going to build! It's going to be **loaded** with **graft, corruption, prostitution** and **drugs!**

Instead of building a **whole new city,** why not just move to **Washington, D.C.?!**

My **sensors** tell me **Clearance** is going to **come back looking** for me!

You...you took your **helmet off!**

How do **I look?**

Not **half bad!** It's the **other half... Yiikes!!**

Don't feel bad, I've seen **worse!**

Worse than **me?**

Remember **Michael Caine in drag** in **"Dressed to Kill"?!**

I need help to **realign** my **targeting system.** I was **trying** to hit that **fixture** on the ceiling, but I hit **my foot!**

You need **more realignment** than you **think!** That was **MY foot** you hit!

Okay, **Robo-schlock,** you're **history! Kill him,** boys!

Isn't it **strange** that we're firing guns that can **level buildings,** but they don't even **phase** Rubbishclop?

Aim for his **mouth! He's** always shooting his mouth off! Now it's **our** turn to shoot his mouth off!

BLAM-

RAT TAT TAT BLAM-

Clearance, help me... **help me...!**

You look like you fell into a tank of **toxic waste!**

No, just **Rubbishcop's baby food!**

God, how many **preservatives** are they putting in **baby food** today?!

Help me! Help me! My nose is running!

Go to the van, there's tissues in the glove compartment.

I mean it's running off my face!

That's tough! Next time you wear your sunglasses you'll need a nail to hold them up in the middle!

Did you use that crane and the 30 tons of scrap metal to stop Rubbishcop?

No, I used an electric can opener, and we better get out of here! He's either bleeding or losing hydraulic fluid!

Clone, the game is up! I know that you're responsible for half the crime in this town!

79.8% of the crime in this town, but there's nothing you can do about it.

Says who?

Says directive four! That's the secret code buried deep in your system. You can't touch a C.O.P. employee. Nyah, Nyah!

In that case, Clone, you're fired!

Hold on! What about severance! And you promised me a free trip!

Well thanks to you Rubbishcop, he got both severance and a free trip. You severed his limbs when you dropped him 48 stories!

I'm glad we learned there is a little bit of human feeling left in your bionic body! Maybe you'll meet someone nice like me and settle down.

Actually, there is someone in accounting I've had my eye on

The new blonde they hired last week?

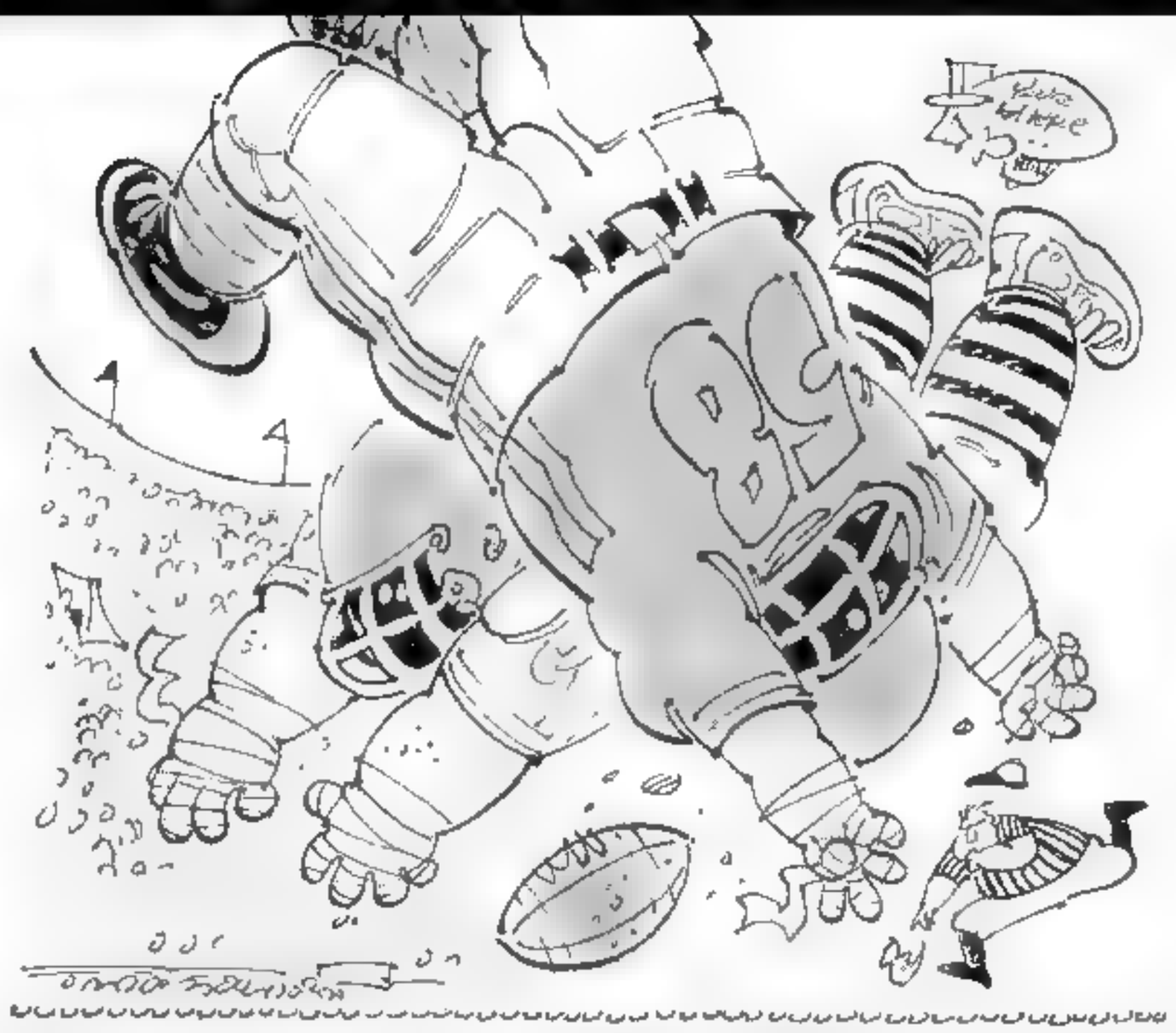
No, that new computer with the big chips they installed yesterday! Do you know if she's available?

RATED·O

EVERY SUPE

ARTIST: PAUL COKER

EVERY GUEST ON EVERY TALK SHOW getting asked to give his Super Bowl "pick."



A MULTITUDE OF SLO-MO ACTION MONTAGES, shown over and over, all accompanied by Sinatra's version of "The Winners."

CERTAIN-T-FORMATIONS DEPT.

Aren't you sick of Super Bowl hype? We are! Every year's the same! Dull and predictable! Who wants to see another "sports profile" about 300-lb. linebackers who knit? We wish they'd cook up some new angles, because otherwise (unless you fall asleep!)...

EMBARRRASSING "RAP" VIDEOS by both teams, shown about 20,000 times.

YET ANOTHER BONEHEAD PSYCHIATRIST with another bonehead theory on what our national obsession with football really means.

DOZENS OF CHEAP ATTEMPTS to "cash in" on the Super Bowl hype, made by businesses not even remotely connected with football.

THE UNCEREMONIOUS FIRING of half of the NFL coaches who just didn't make it to the Super Bowl.

R BOWL WEEK YOU'RE SURE OF SEEING...

WRITER. MIKE SNIDER

MORE BIOGRAPHICAL INFORMATION on the two opposing quarterbacks than even their own mothers could stand.

THE SAME STORIES ABOUT TICKET SCALPING —with the exact same prices—that you remember seeing the year before—and the year before that.

IDIOT TV REPORTERS who actually ask the coaches to reveal their surprise game plans.

HUNDREDS OF "SUPER BOWL MOMENTS" on TV that make the previous Super Bowls look a lot more exciting than anything you remember.

PANELS OF WHINY "FOOTBALL WIDOWS" who get together on the Phil Donahue and Oprah Winfrey shows.

SENATORS WASTING VALUABLE TIME IN CONGRESS with goofy penny ante bets.

THE COLOSSAL COURTROOM CONFRONTATION

What's a working mother to do? She makes breakfast, sends the kids to school, cleans the house and then rushes to the office where she types, prepares reports and attends business meetings.

DUAL-PURPOSE OFFICE SUPPL

ARTIST: AL JAFFEE

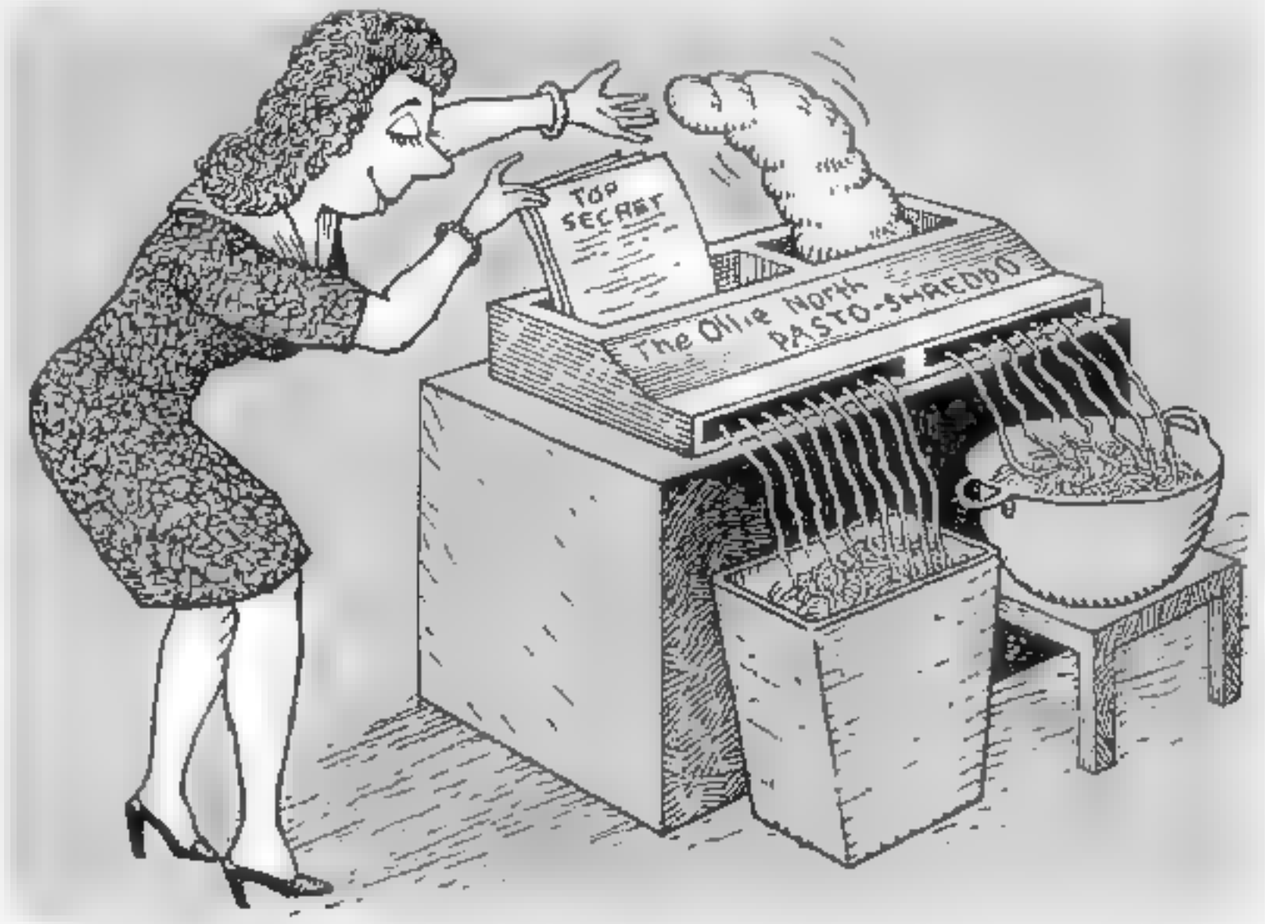
SIDE-BY-SIDE FILE CABINETS AND WASHER/DRYER

Color-coordinated to fit any decor, each of these stainless steel file cabinets houses a full-load capacity washer and dryer. Whether washing your kid's grungiest clothes or just a handful of dainties, you'll be able to do a week's worth of laundry and file those important contracts all at the same time. As a bonus, you can file detergent under "D," fabric softener under "F," etc.

COMPUTER TERMINAL/MAKEUP MIRROR

Finally, a way to apply your morning makeup *and* word process at the same time! Each of these powerful 20 megabyte PCs is connected to a central mainframe and comes with a highly reflective monitor screen with adjustable makeup lights. Peripherals include the disk drive/nail polish dryer and the cosmetic tray/letter quality printer.

PAPER SHREDDER/PASTA MAKER



In one easy step this handy, handsome appliance allows you to shred confidential documents *and* add bulk to your family's diet! The stainless steel cutting edges never need sharpening and each unit includes settings for making rigatoni, ravioli and fettucine, as well as destroying photos, blueprints and other top secret memoranda.

Wouldn't it be great if she could do her office work at home or her house work at the office? Yes! That's why MAD envisions in the not-too-distant future a catalogue full of new and innovative...

...LIES FOR WORKING MOTHERS

WRITER: JOHN RIOS

EXECUTIVE DESK/IRONING BOARD

A handsome in-laid mahogany base topped off by a smart, fire-retardant ironing board. Its extra large surface means you'll never have to be more than an arm's length from office reports, balance sheets and wrinkled blouses and skirts. The three drawers (with solid brass handles) can accommodate office supplies, stationery and spray starches.

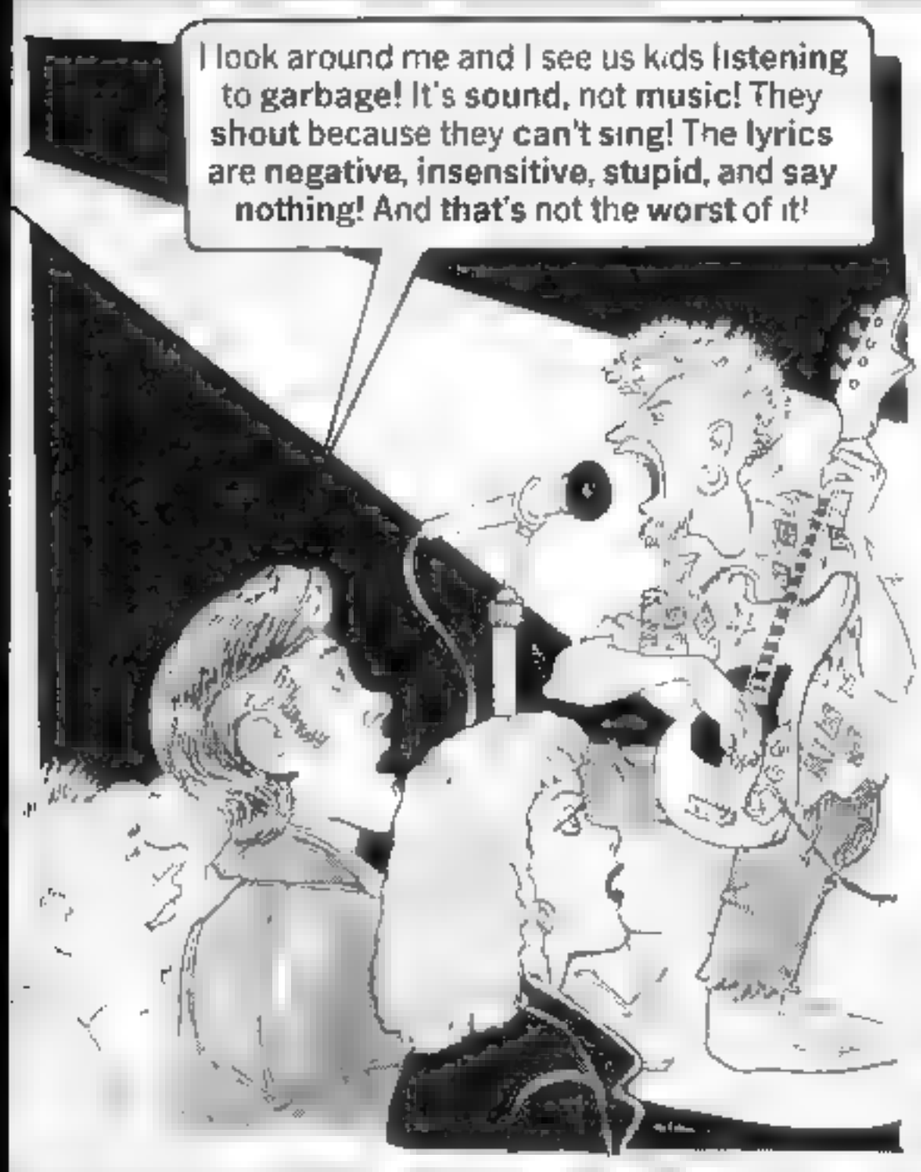
PEN AND PENCIL SET/STEAM IRON

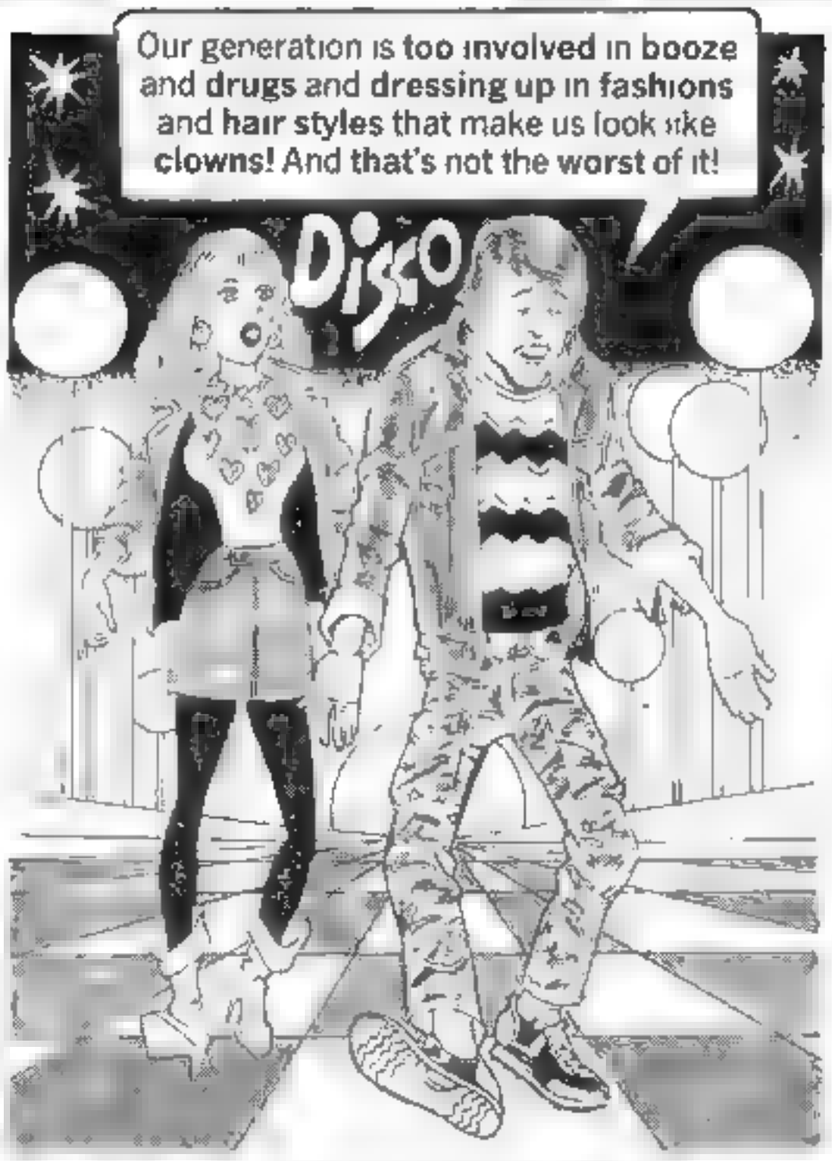
The perfect accessory for the Executive Desk/Ironing Board! The base of this attractive gold-plated pen and pencil set is a heavy-duty steam iron. Adjust the pen position for "linen," "cotton" or "synthetics," and push the pencil to the left for "steam." Guaranteed not to scorch, drag or leak ink.

STAMP PAD/SPICE RACK

Mounted on the bottom of each bottle in this unique and stylish spice rack is a durable rubber stamp. Season your recipes and stamp office correspondence accordingly! Each set includes Thyme/Paid, Cloves/Void, Pepper/Pending, Garlic Powder/First Class, Bay Leaves/Received and Basil/Cancel.

TODAY

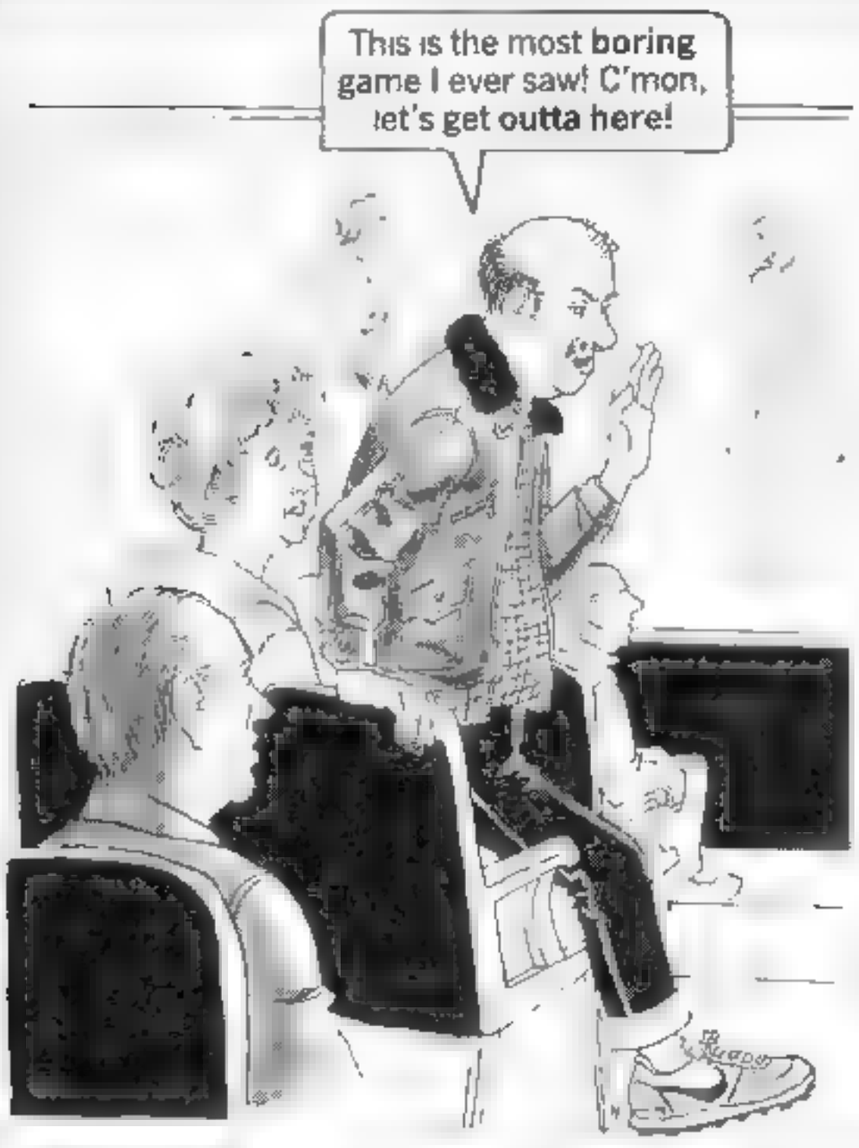

I look around me and I see us kids listening to garbage! It's sound, not music! They shout because they can't sing! The lyrics are negative, insensitive, stupid, and say nothing! And that's not the worst of it!

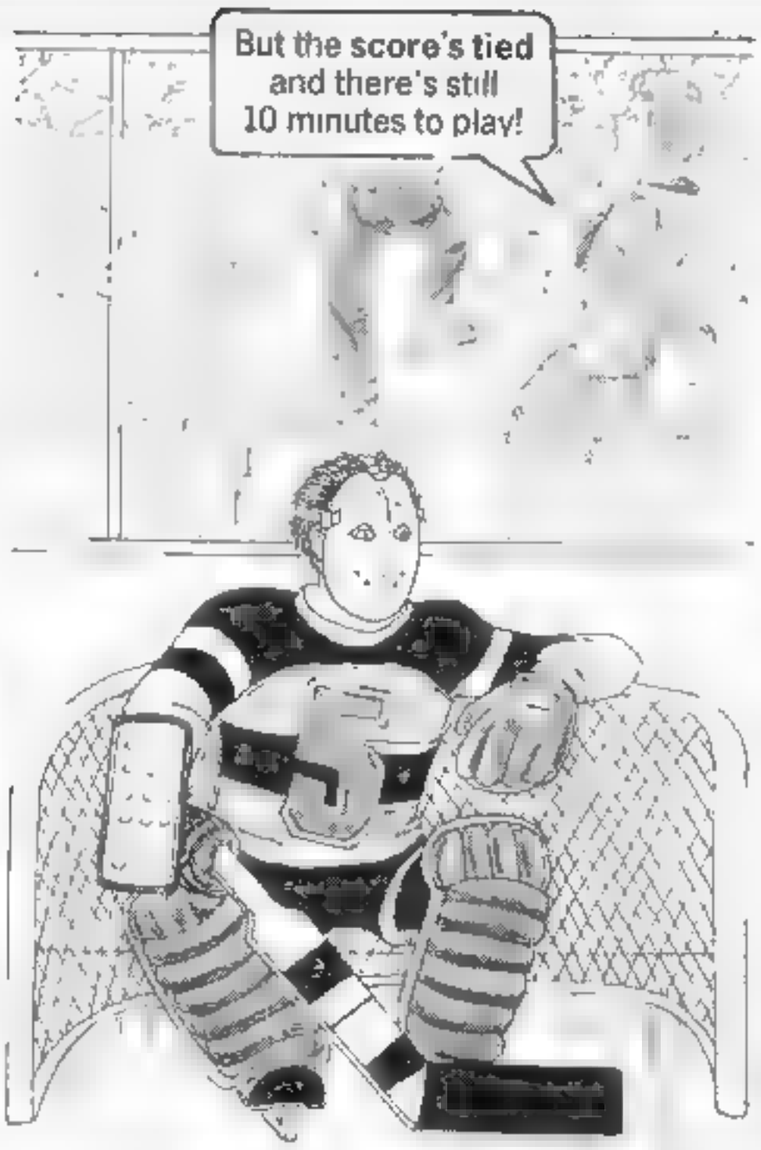

Our generation is too involved in booze and drugs and dressing up in fashions and hair styles that make us look like clowns! And that's not the worst of it!
DISCO

BERG'S-EYE VIEW DEPT.

THE LIGHTE

HOCKEY





DECISIONS

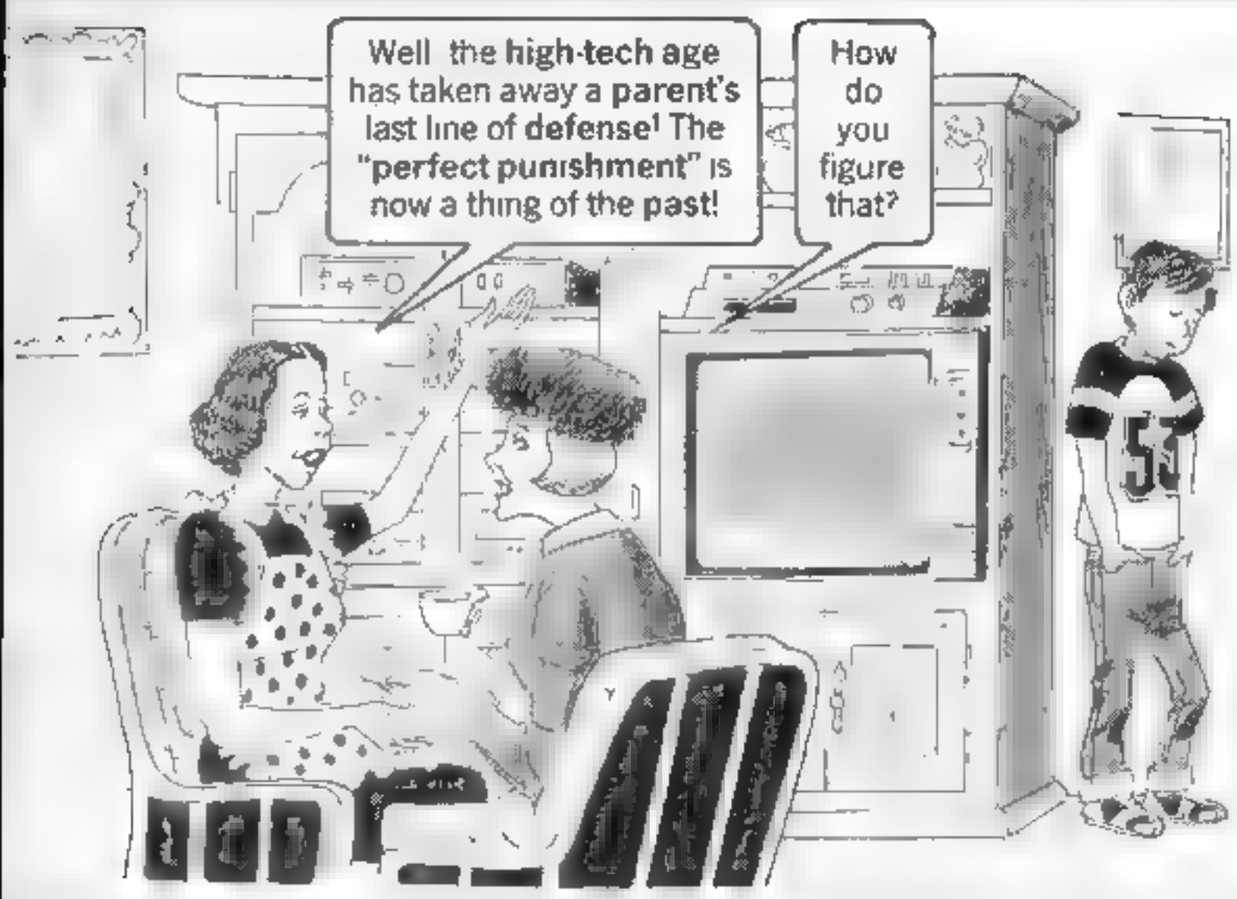
R SIDE OF...

ARTIST & WRITER
DAVE BERG

EDUCATION

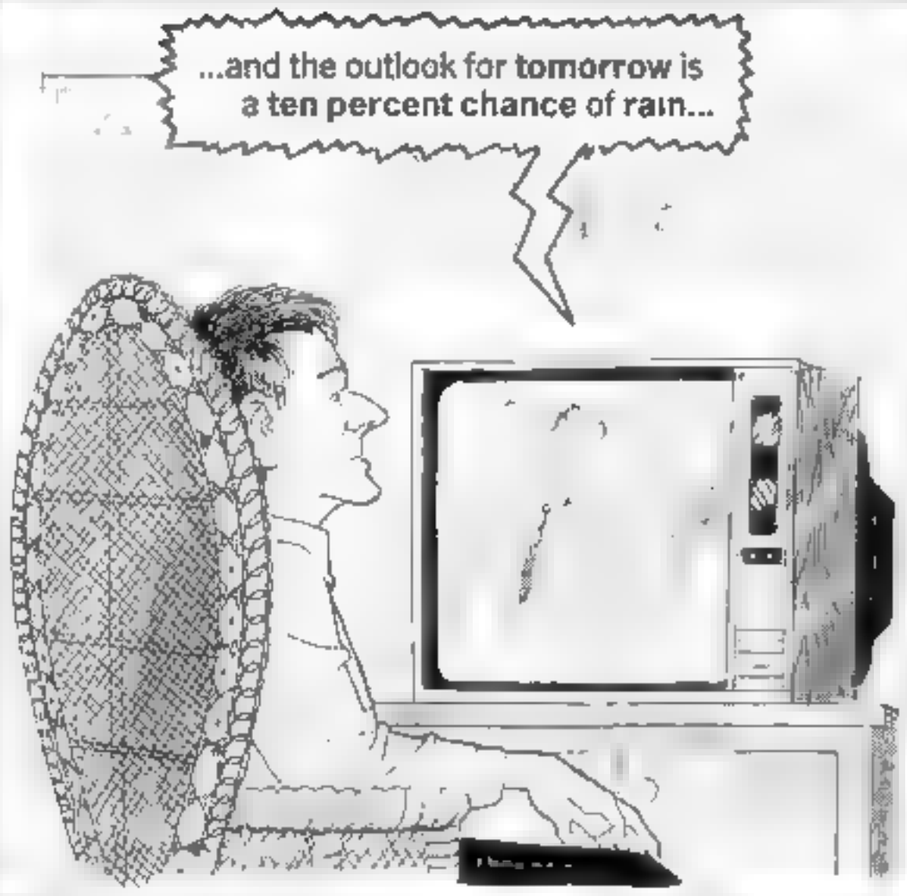
I tell you, Charney, teaching can be really **depressing** sometimes! I just met one of my most **promising students** who **dropped out** last year! What's happened to him is a **crying shame!**
You can't blame **yourself** for that! He made his **choice**, and he's got to **live** with it! How he **ends up** shouldn't **depress you** at all!
But it does! Today he's a **hot-shot salesman** making **twice** the **money** I do!

PUNISHMENT


Well the high-tech age has taken away a parent's last line of defense! The "perfect punishment" is now a thing of the past!
How do you figure that?

GIFT GIVING

WEATHER FORECASTS



CARS

DIVORCE

So how're the proceedings going, Kathy?
Very well! Lenny's always been more than generous! He's agreed to give me everything I've asked for!
That's not so good!
Why not?
It means you're not asking for enough!

FINANCES

. and a ninety percent chance he's wrong again!
It seems the only thing my kids ever write to me about is money!
My kids, too! I'm grateful!
If it wasn't for that, there would be no open channels of communication between us!

RELATIVITY

APPOINTMENTS

See you later! I've got an appointment with my lawyer!
Sure! You're all geared up for tennis and I just heard you on the phone telling some Joe Fiore bozo you'll meet him at the club! So don't try to con me, buster!
It's not you I'm conning, love, it's my lawyer Joe! He's very busy and very expensive! The only way I can get some free legal advice is when we're out there playing doubles!

RELIGIOUS TRAINING

All right, class, that takes care of the first six days! Can anyone tell us what God did on the seventh day?
He probably had to listen to all the complaints!
Genesis

DOCTORS

With a cold as bad as yours, I suggest you eat lots of garlic!
Really? Is garlic the new miracle cure for the common cold?
No, but if you smell bad, other people will stay far enough away from you to avoid catching it!

Did'ja ever notice how every few months a new advertising campaign for some product or another bursts onto the scene, takes the country by storm and etches itself into everyone's brain? If you have, then you've probably also noticed how these same campaigns just as quickly arouse everyone's disgust until they eventually wither away and return to the dark empty void from whence they came. If you haven't noticed these things, then skip to some other article! The few intelligent and observant people remaining may now enjoy...

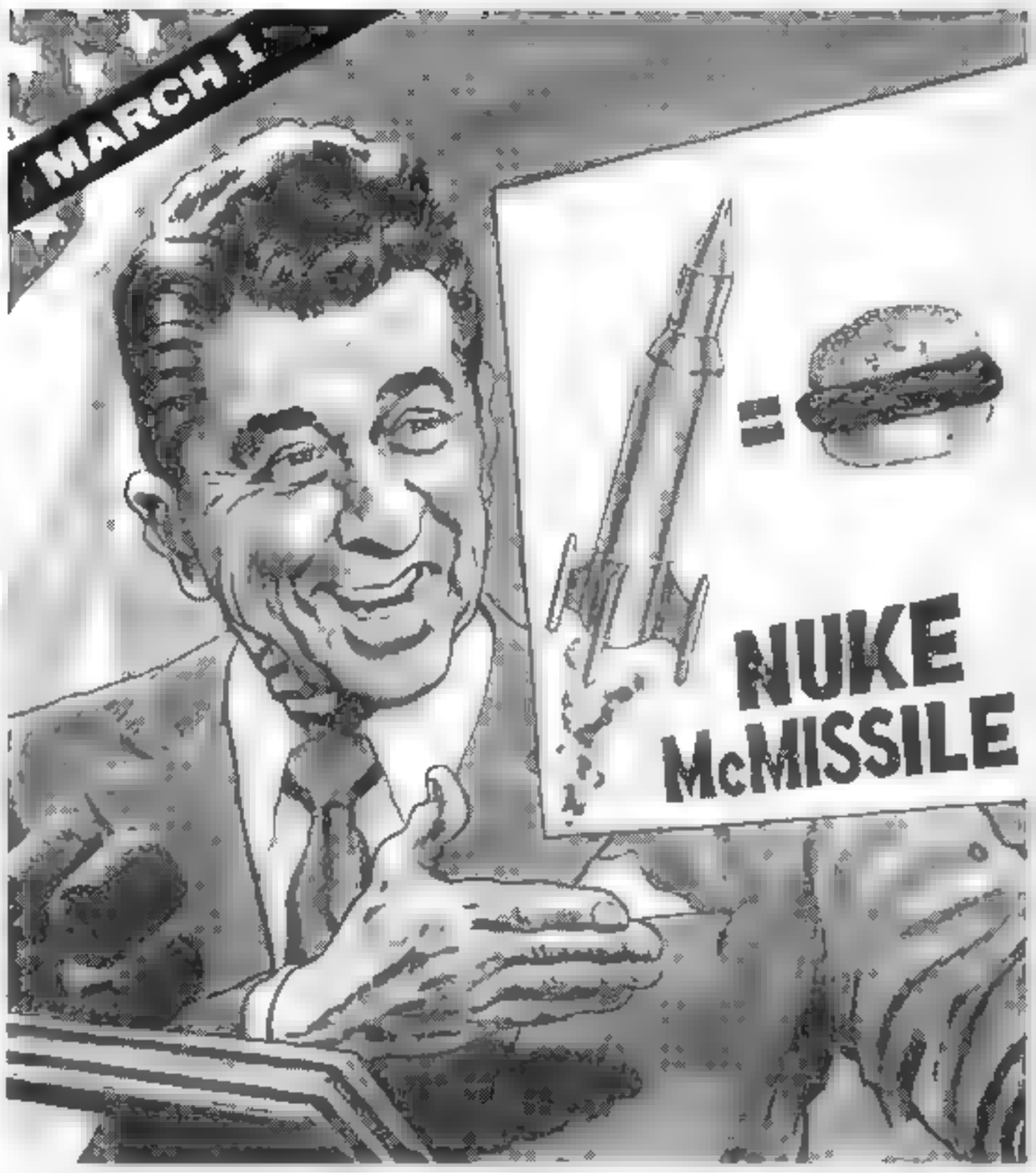
STAGES IN THE LIFE OF AN AD CAMPAIGN

Executives of the McDimple's Hamburger fast food chain announce that the ad agency of Simpson & Hack has been hired to create a new advertising campaign for them. The campaign, featuring the slogan "More Meat Here" spoken by a midget posing as an army general, beat out other proposed slogans, including "From Freshly Killed Cows Right To You!" and "The Home Of America's Biggest Buns!"

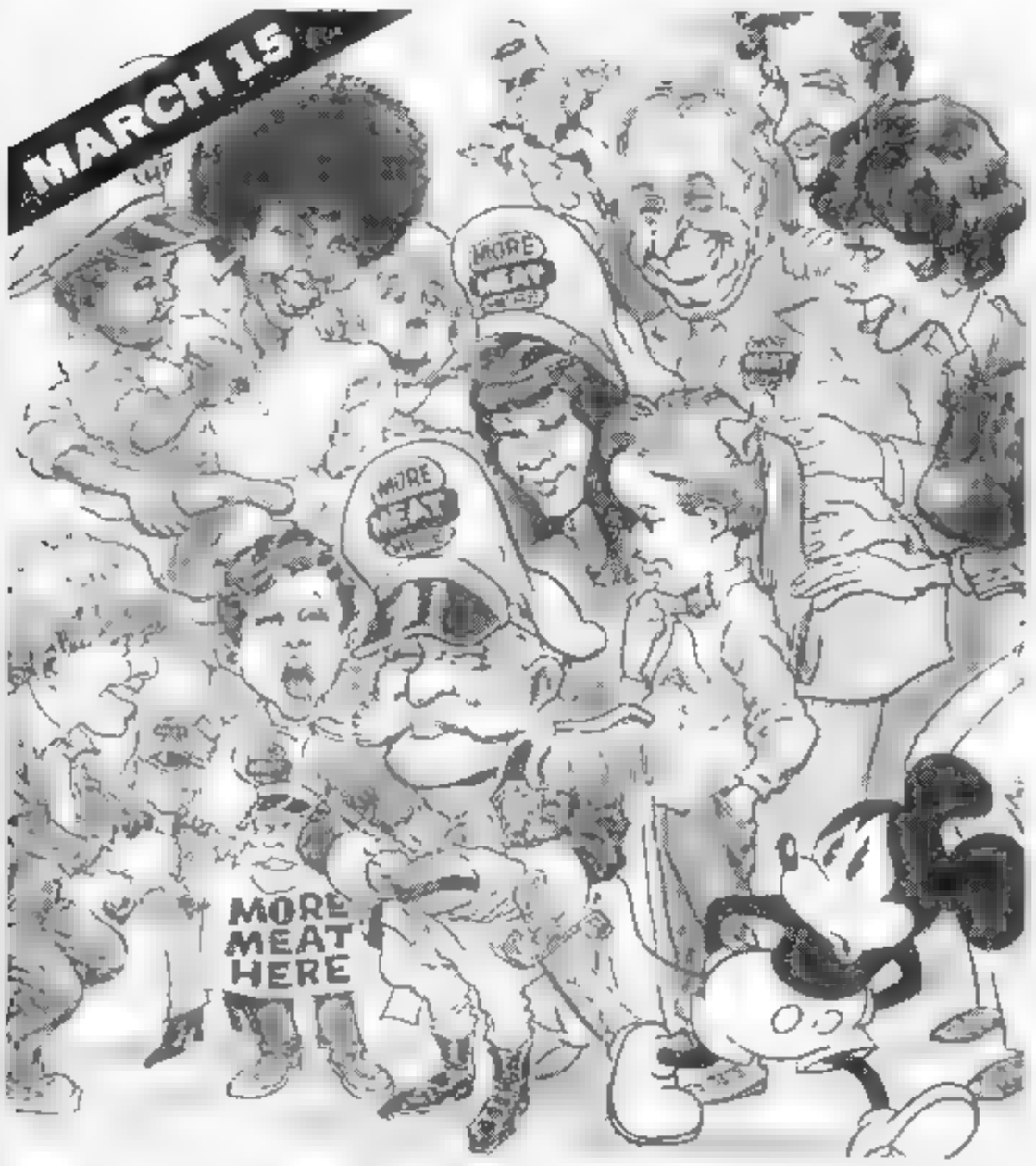
ARTIST: BRIAN BUNIAK IDEA: MARC I. WHINSTON WRITER: CHARLIE KADAU

A massive month-long media blitz begins, with 20 million dollars worth of McDimple's ads on TV, radio, billboards, magazines and hamburger-shaped blimps. Simpson & Hack estimates that every man, woman, child and animal in America will be exposed to the "More Meat Here" slogan at least 53 times a day. Also, the midget army general makes an appearance as a guest referee on "Saturday Night's Main Event."

On "The Tonight Show," Johnny Carson uses "More Meat Here!" as the punch line to the next-to-last joke in his monologue. The next day, office comics from coast to coast are repeating both the joke *and* the slogan. Simpson & Hack is delighted.



During an interview, the President uses "More Meat Here" to describe his new defense budget proposal. His quote makes it to all the nightly news shows, and the next day politicians from coast to coast are repeating the slogan. Simpson & Hack is *ecstatic.*



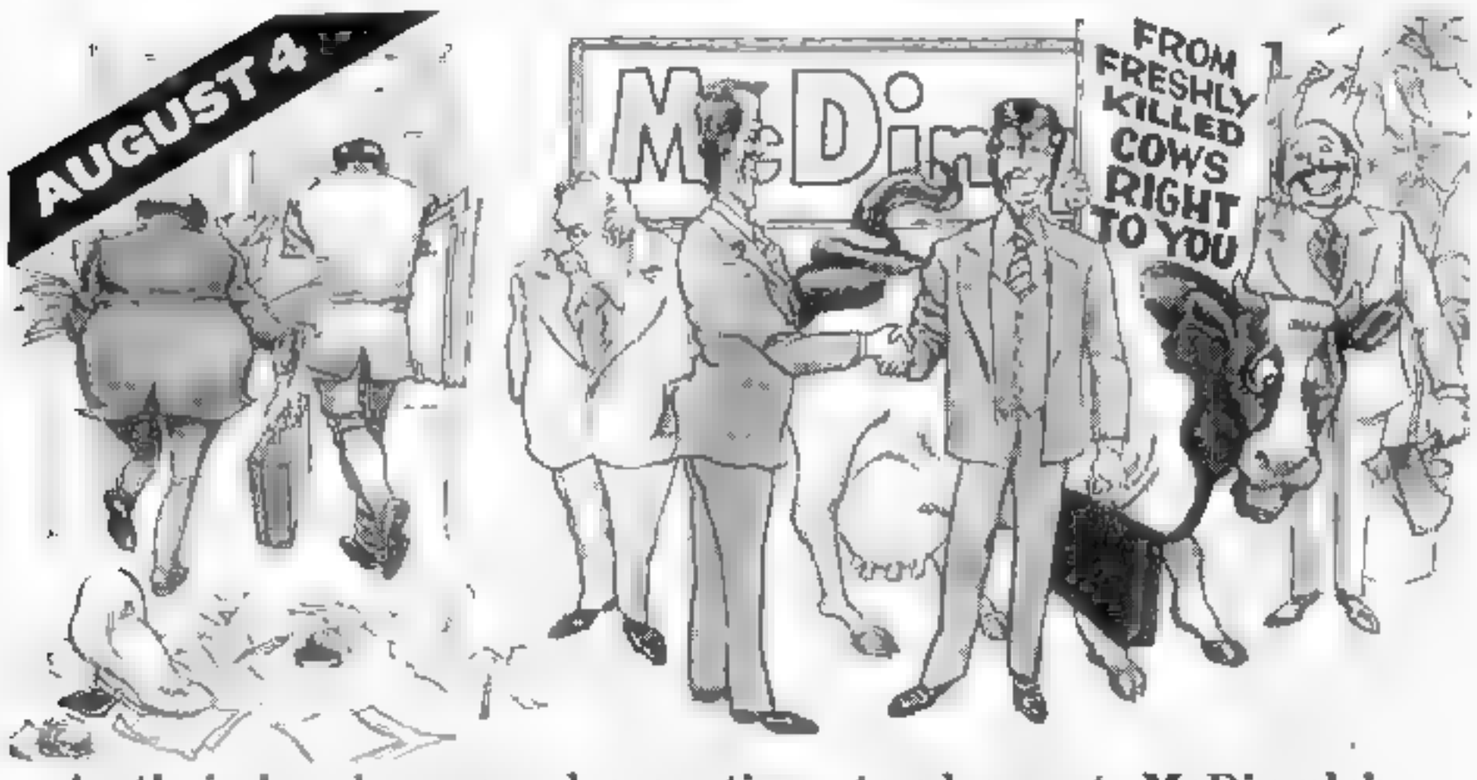
Millions of bootleg Korean-made "More Meat Here" T-shirts, hats, key chains and bumper stickers flood the country. A nationwide survey reveals that the midget dressed as an army general is now a more recognizable character than Mickey Mouse.

McDimple's lawyers sue a Toledo, Ohio bar using the "More Meat Here" slogan in promotions for its Friday night ladies-only male dancers show. When the bar's owner proves he was using the slogan a year ago, McDimple's reluctantly agrees to pay him $50,000 so they can use it too. McDimple's lawyers are fired.

Simpson & Hack hastily changes the slogan to "Still More Yummy Meat Here" when figures reveal McDimple's hamburger sales have decreased 43% in the past five months. They assure McDimple's owners that this was part of their strategy all along and that sales will be booming by the summer. A scheduled appearance by the midget army general on "The Late Show with Joan Rivers" is mysteriously cancelled. (The very next day Joan herself was mysteriously cancelled, but that's another article !)

On "Entertainment Tonight," Mary Hart reveals that Barney Spepple, the midget who appears in the McDimple's commercials, is a vegetarian and has never eaten a hamburger in his life. The next morning, Barney is fired and replaced by an animated zebra.

Anyone who utters the phrase "More Meat Here" at any time and in any situation is groaned at and scorned by their friends and family alike.



As their hamburger sales continue to plummet, McDimple's fires Simpson & Hack and hires the advertising agency of Shmenkin, Berkin & Co. The agency announces McDimple's new slogan will be "From Freshly Killed Cows Right To You."

"More Meat Here" appears as the answer to a question on page 87 of *Tom's Big Book of Really Unimportant Trivia.*

What's new with Michael Jackson? Well, for one thing, he's got a new album out. But the biggest news is not about his music, but about his lifestyle. Some folks call it bizarre; others call it neurotic. We prefer to call it

Big bucks and *fame*
Really took him *far;*
He hit the *heights*—
A su-per *star!*
To-day it's *weird*
When peo-ple *see*
His room-mate's *now*
A chimp-an-*zee.*

Far gone!
Far gone!
Seein' what's goin' on!

He's now kissed *off*
His clo-sest *kin;*
His family's *out*—
His py-thon's *in;*
He's got no *time*
For groov-y *chicks*—
E-lec-tric *shocks*
Pro-vide more *kicks.*

Now he *hides out* in his *mansion,*
Tendin' to his *private zoo;*
Conversation *comes more easy*
With a *frog* or *kang-a-roo.*

And it's so *sad,* so *sad*—
Far gone!
So very *sad* he *had*
to *blow it!*
He's gone from *rad* to *bad*
and *thrown it away!*
When he gets inside his
oxygen tank, ev'ryone
can plainly see—
IT'S SAD!

ARTIST: JACK DAVIS

His for-mer *face*
Just wouldn't *do;*
Check out his *chin*—
The cleft is *new;*
His skin is *now*
A light-er *shade;*
His nose and *cheeks*
Have been re-*made;*
Now all he *needs*
Is rouge and *gloss*
And he'll re-*place*
Di-a-na *Ross.*

It's been *said* he spent a *million*
When he *built* that shrine to *Liz;*
But we *hear* his chimp got *jealous*
And wants it to be *his.*

Good grief, it's *sad,* it's *sad*—
Far gone!
So awful *sad* he *had*
to *blow it!*
What's left to *add?* The *lad*
has *thrown it away!*
And the whole world tries to
figure it out, how his life
today could be—
SO SAD!

When the *Elephant Man* he *yearned for,*
Well, it surely was *big news;*
Now he's out to buy a *mummy*
Or the bones of *Howard Hughes.*

Egad! It's *sad,* it's *sad*—
Far gone!
So downright *sad* we *had*
to *show it!*
The life he *had,* gone *bad*—
He's *thrown it away!*
While the whole world tries to
figure it out, even die-hard
fans agree—
IT'S SAD! IT'S SAD! IT'S SAD!

WRITER: FRANK JACOBS

The Ten All-T
LEGENDAR
JOK

LADY GODIVA

The "GREASED SADDLE" Caper

DR. JEKYLL

The "DRIBBLE GLASS" Bit

RIP VAN WINKLE

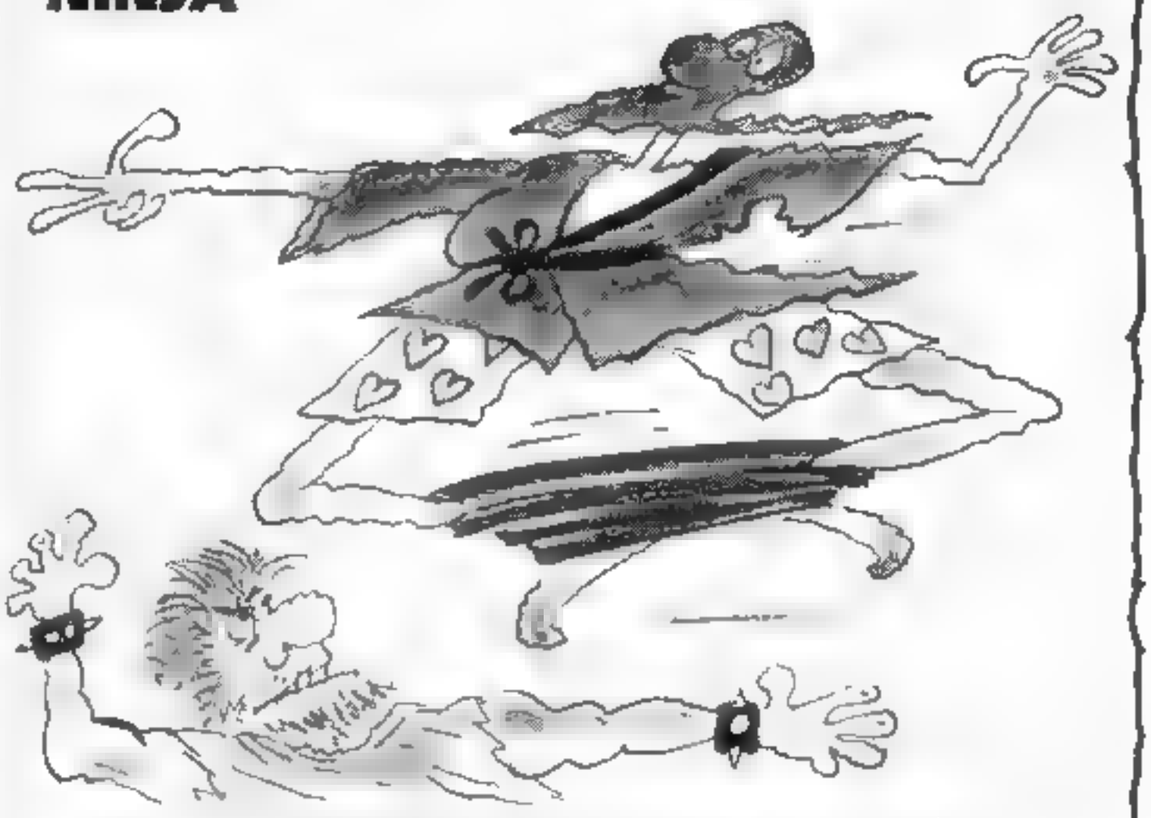
The "DRIPPING FAUCET" Routine

DRACULA

The "BOTTOMLESS COFFIN" Zapper

ROBIN HOOD

The "PERMANENT-KNOTS-IN-THE-PANTYHOSE" Put-On



The "STRETCHED PANTS ELASTIC" Prank

The "RUBBERIZED SWORD" Zinger

Time Greatest
PRACTICAL
KES

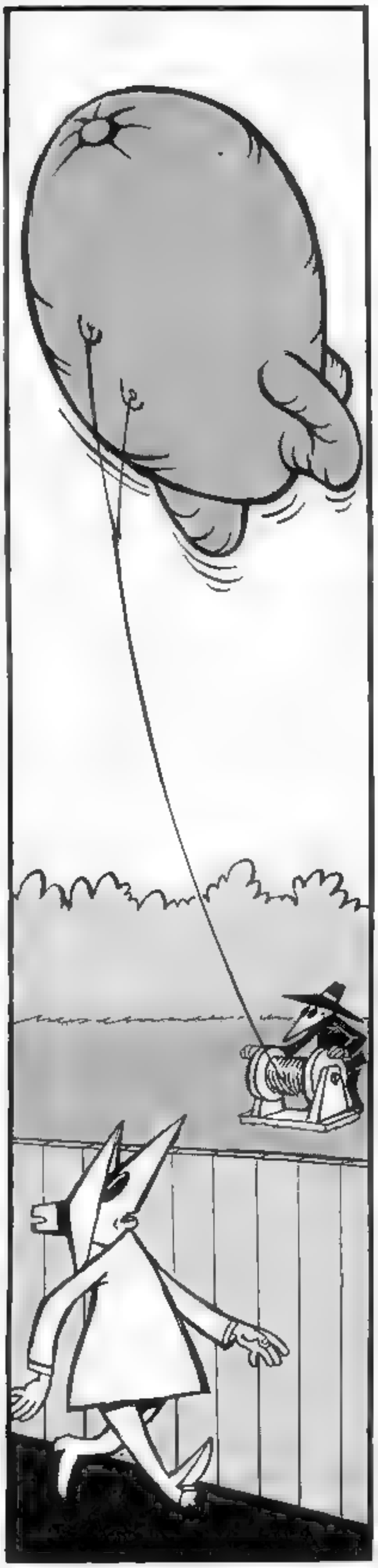
ARTIST AND WRITER PAUL PETER PORGES

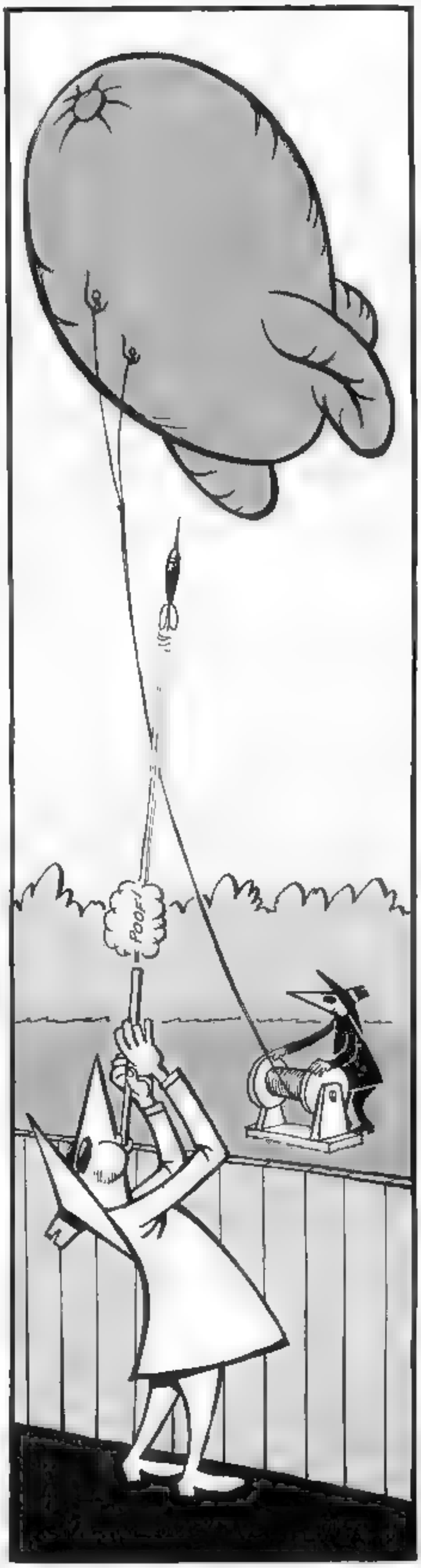
The "SHREDDED VINE" Stunt

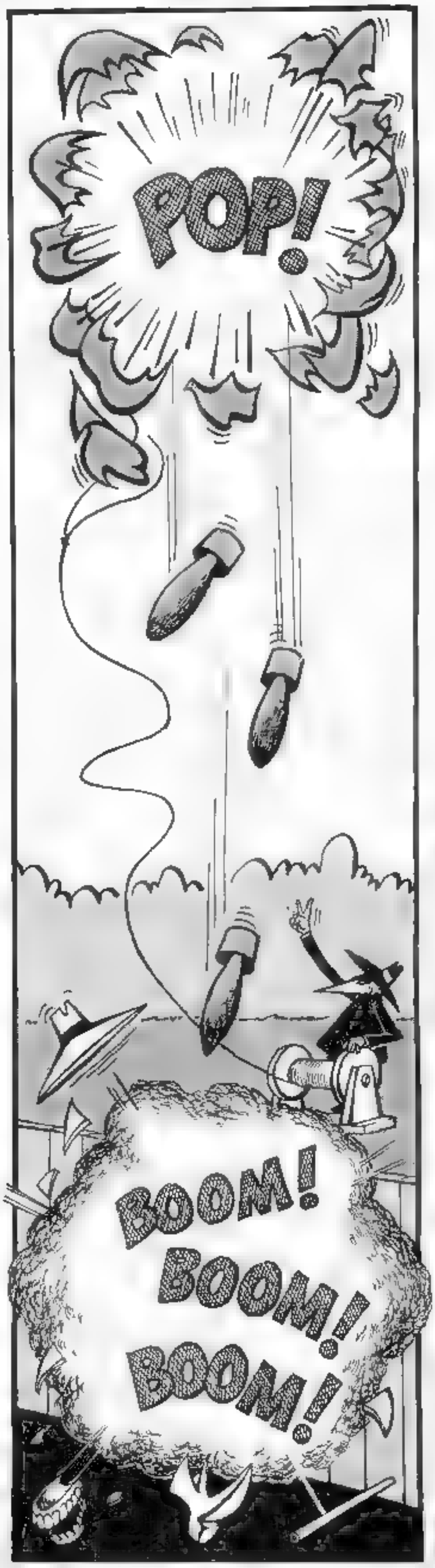
The "STUPID SIGN PINNED-TO-THE-BACK" Gag

The "LOOSE-HANDLED EXCALIBUR" Schtick

SPY vs SPY
DENTIST

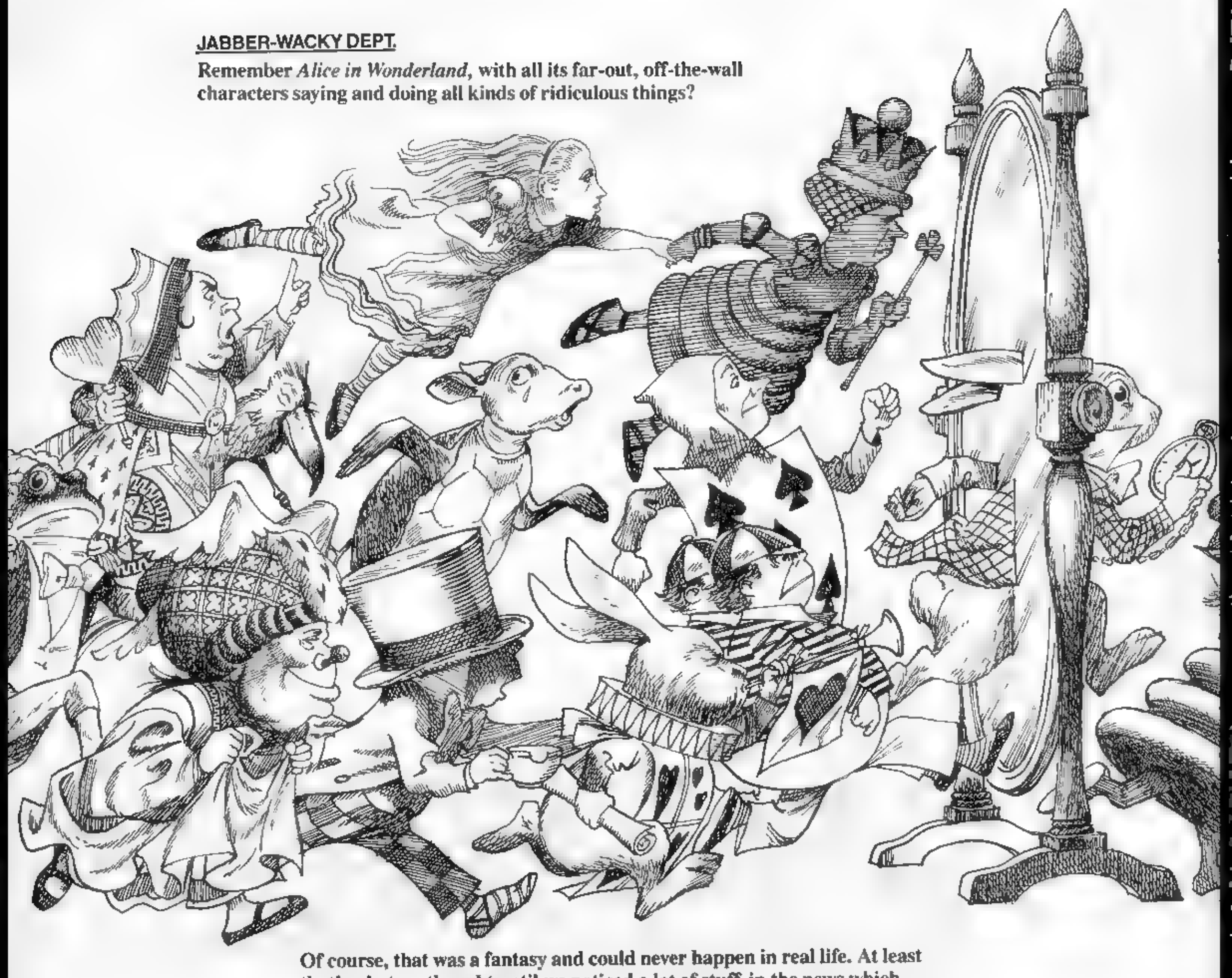



POOF!


POP!
BOOM!
BOOM!
BOOM!

JABBER-WACKY DEPT.

Remember *Alice in Wonderland*, with all its far-out, off-the-wall characters saying and doing all kinds of ridiculous things?



Of course, that was a fantasy and could never happen in real life. At least that's what we thought until we noticed a lot of stuff in the news which sounded very familiar! You'll see what we mean when you turn the page and

step through the looking glass for Wonderland REVISITED

ARTIST: BOB CLARKE WRITER LOU SILVERSTONE

"Hypocrisy is a question of degree."
DONALD REGAN
NEW REPUBLIC—May 16, '87

"To say that it's stranger than fiction
's an understatement."
SEN. DANIEL INOUYE
US NEWS & WORLD REPORT—June 15 '87

**"When I use a word," said Humpty Dumpty,
"it means just what I choose it to mean,
neither more nor less."**

**"It's all about as curious as it can be,"
said the Gryphon.**

"Heads would have to roll."
NANCY REAGAN
NEWSDAY—August 3, '87

"I just didn't know. It's
important that I not know."
RONALD REAGAN
TIME—July 20, '87

"Off with their heads," shouted the Queen.

**"That's very important," the King said. "Unimportant, of course,
I mean *im*portant...*Un*important...*Im*portant...*Un*important..."**

"I did not know of the arms shipments to Iran."
EDWIN MEESE
US NEWS & WORLD REPORT
—June 15, 87

"I can't recall, I don't remember."
JOHN POINDEXTER
NEWSDAY—August 3, '87

Remember to pick up uniform from cleaners 10/6

"That I can't remember," said the Mad Hatter.

"Well, I never heard it before," said the Mock Turtle.

"All through that year it wasn't working, nothing was happening nothing was working, it should be stopped "
CASPER WEINBERGER
NEWSDAY—August 3, 87

"Using the Ayatullah's money to support the Nicaraguans—I think it was a neat idea."
LT. COL. OLIVER NORTH
TIME—July 20, '87

"It was wrong from beginning to end," said the Caterpillar.

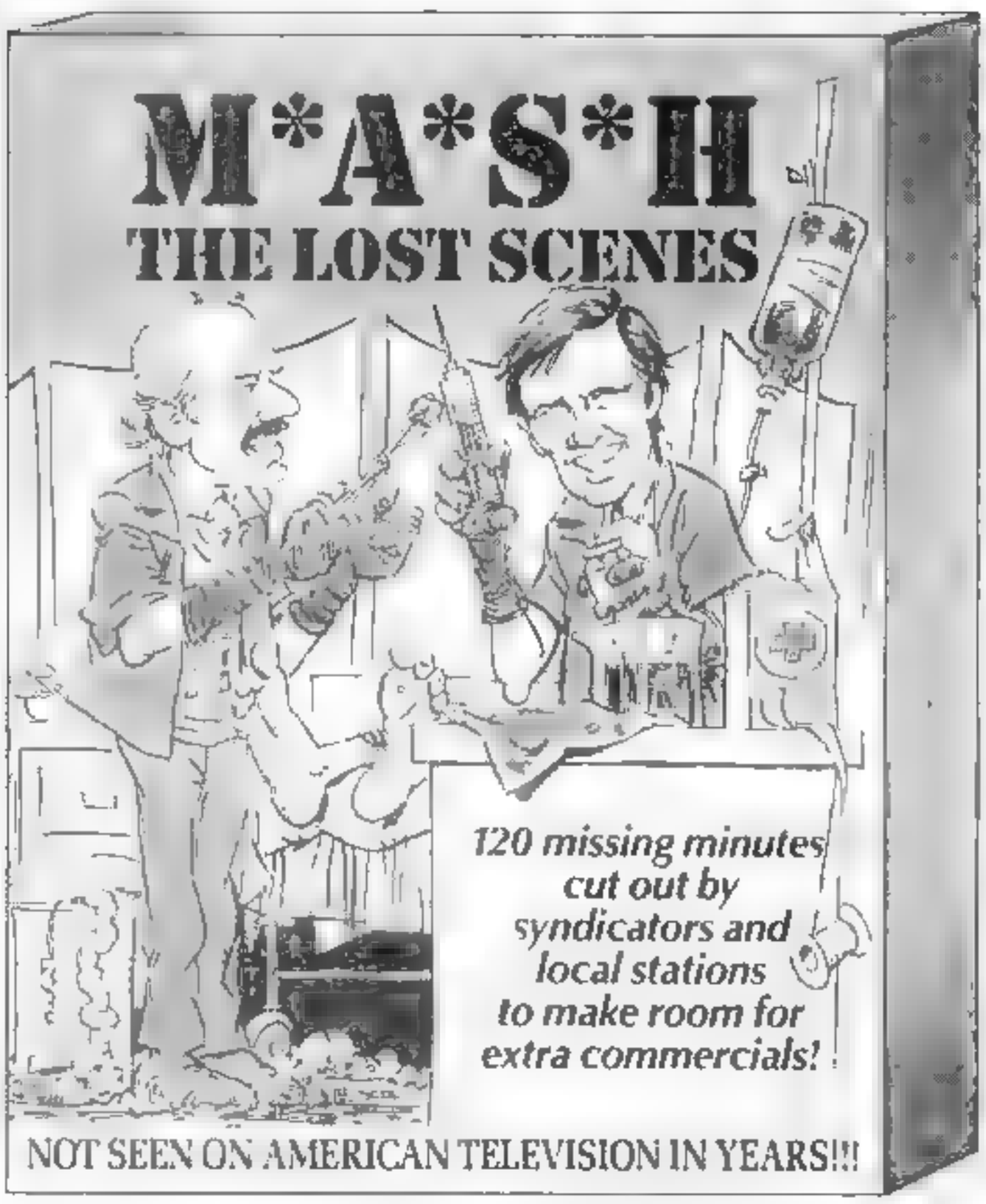
"It was a glorious victory, wasn't it," said the White Knight.

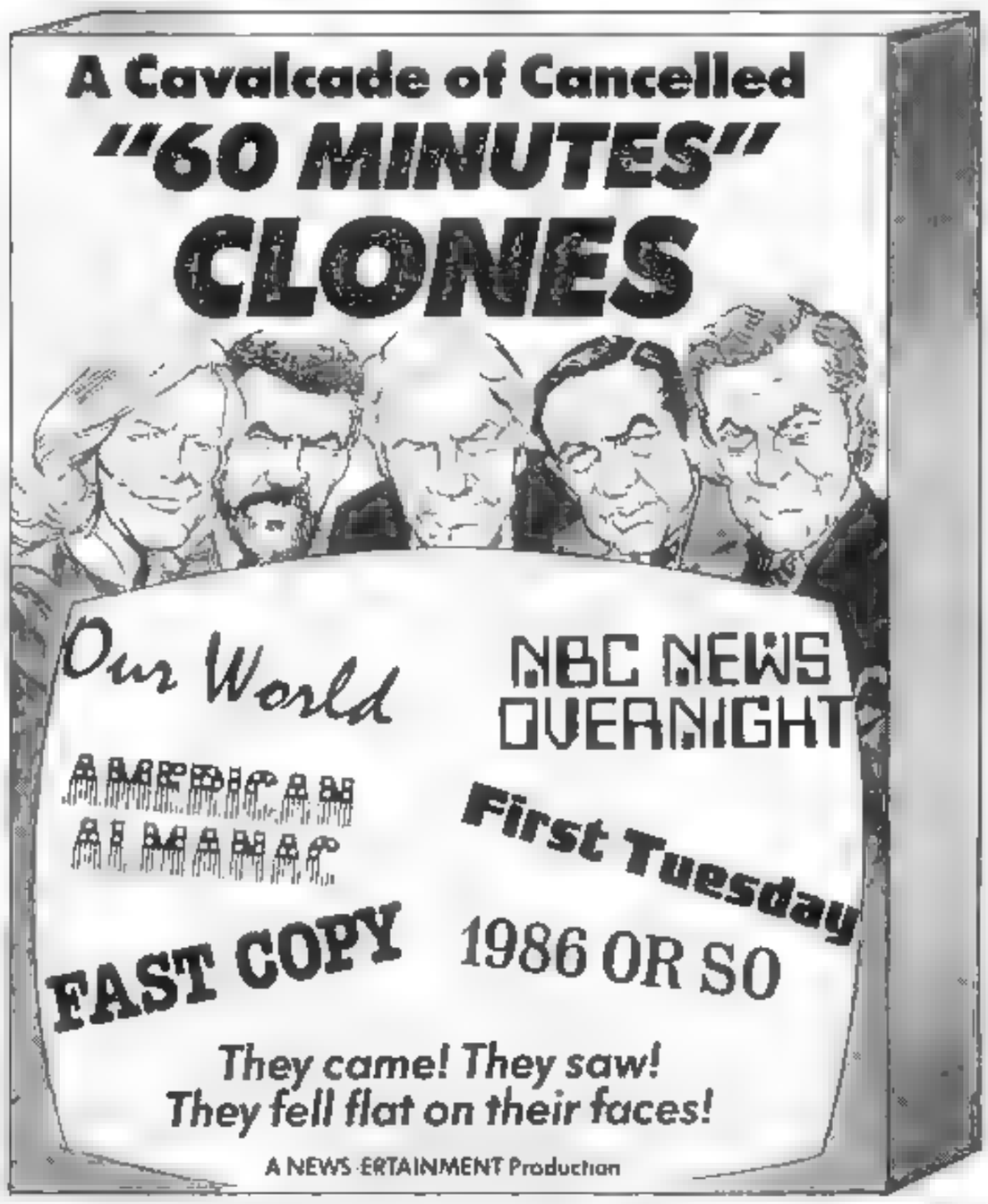
CASSETTING NEW LOWS DEPT.

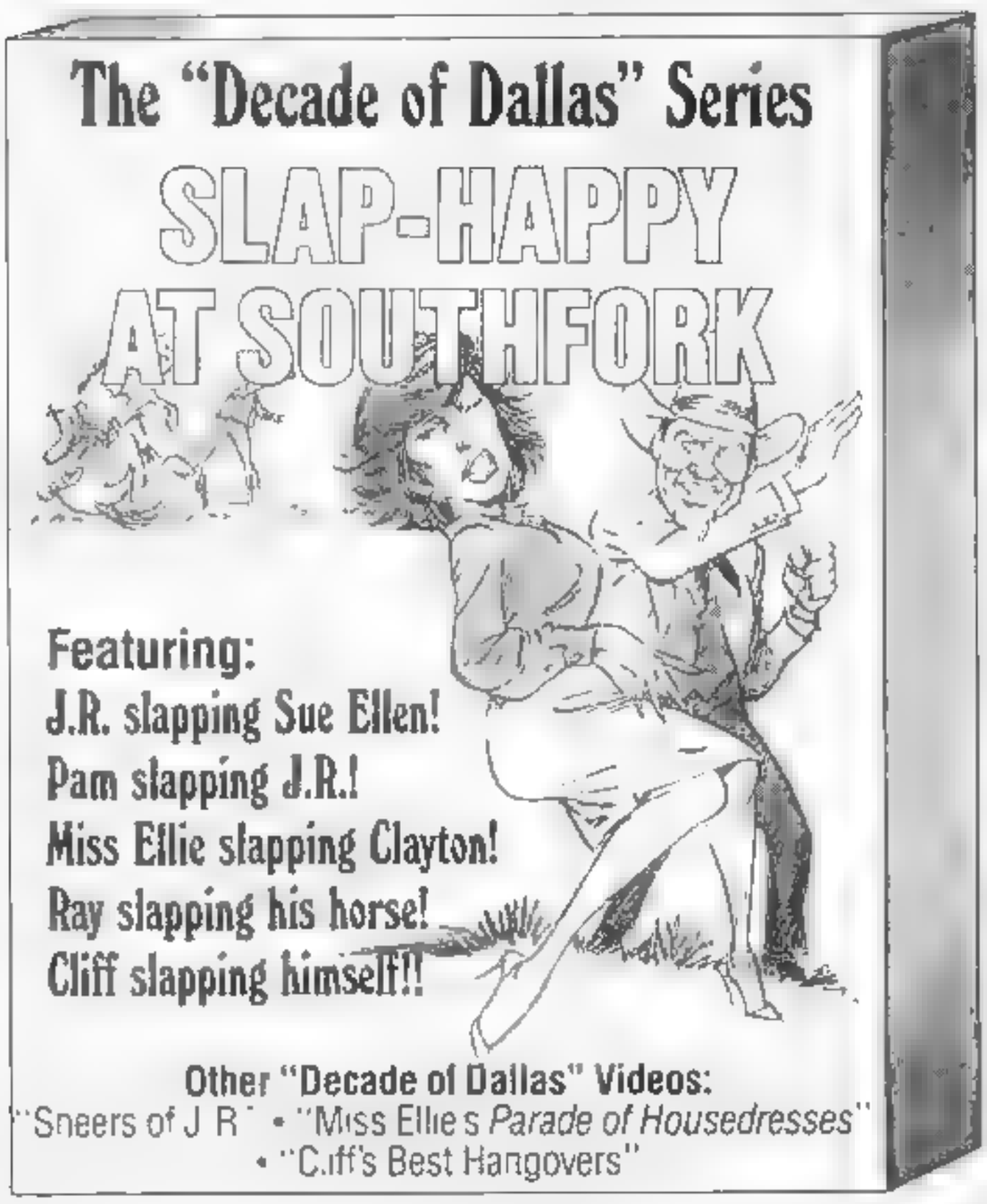
If you've been in a video store lately you've probably seen "gems" like old TV shows and ads repackaged into "Special Collections." The same junk you got over the air for free, people are now trying to rent or sell to you! With a video industry *that* greedy it's obvious where all this is leading! So, let's preview some...

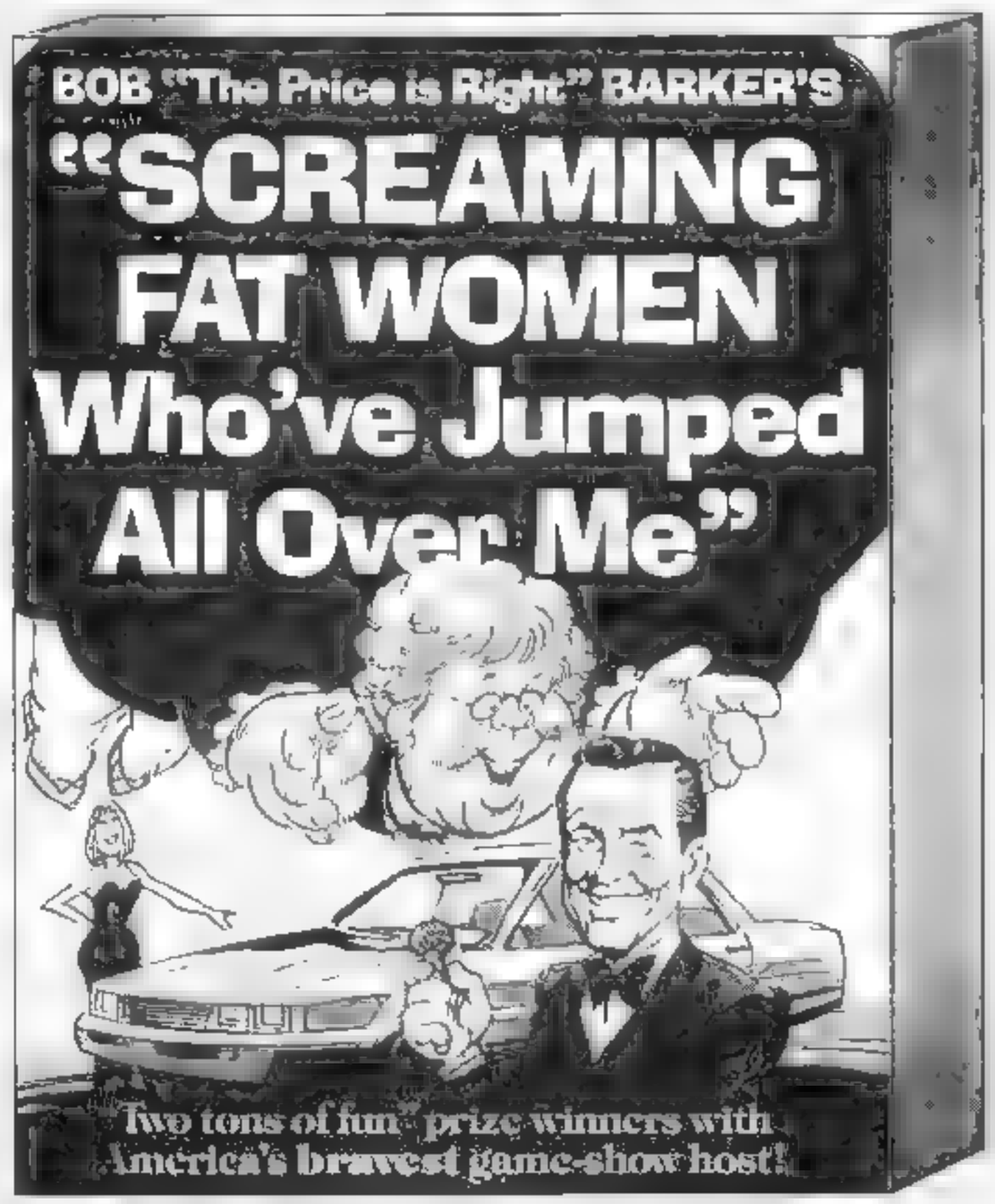
Junky Video

ARTIST: ANGELO TORRES


M*A*S*H
THE LOST SCENES
120 missing minutes cut out by syndicators and local stations to make room for extra commercials!
NOT SEEN ON AMERICAN TELEVISION IN YEARS!!!



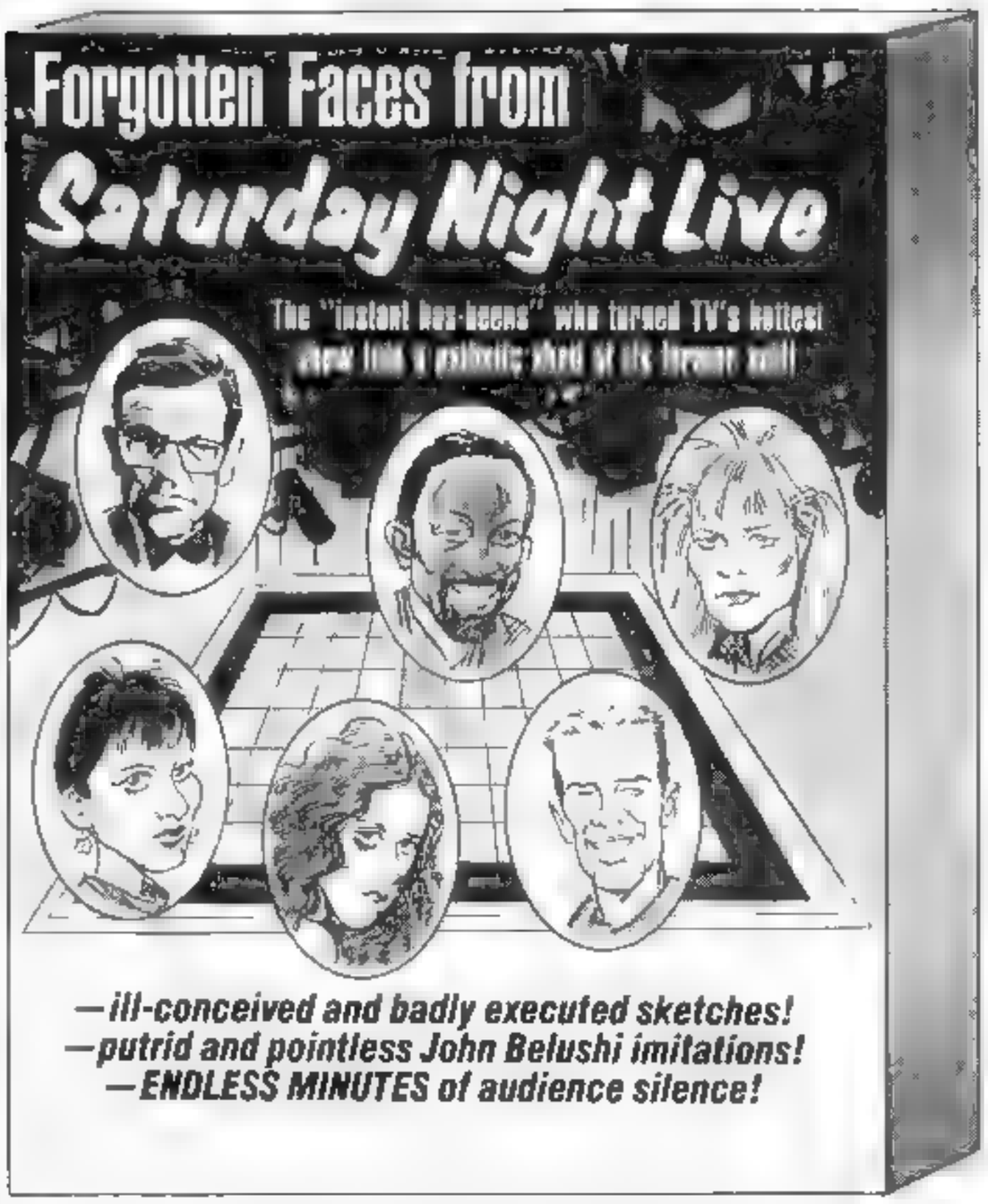

The "Decade of Dallas" Series
SLAP-HAPPY AT SOUTHFORK
Featuring:
J.R. slapping Sue Ellen!
Pam slapping J.R.!
Miss Ellie slapping Clayton!
Ray slapping his horse!
Cliff slapping himself!!
Other "Decade of Dallas" Videos:
"Sneers of J.R." • "Miss Ellie's Parade of Housedresses"
• "Cliff's Best Hangovers"

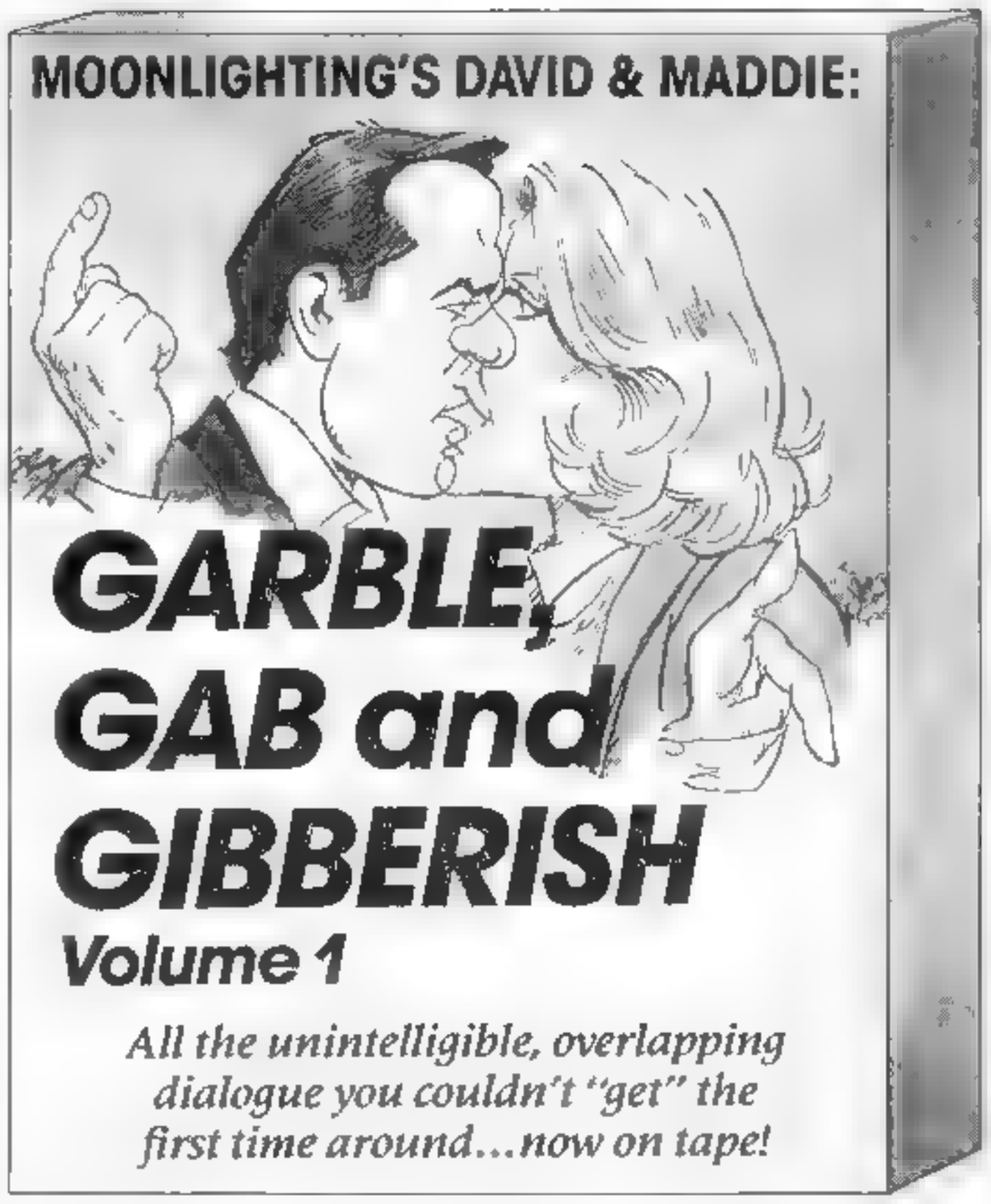

BOB "The Price is Right" BARKER'S
"SCREAMING FAT WOMEN Who've Jumped All Over Me"
Two tons of fun-prize winners with America's bravest game-show host!

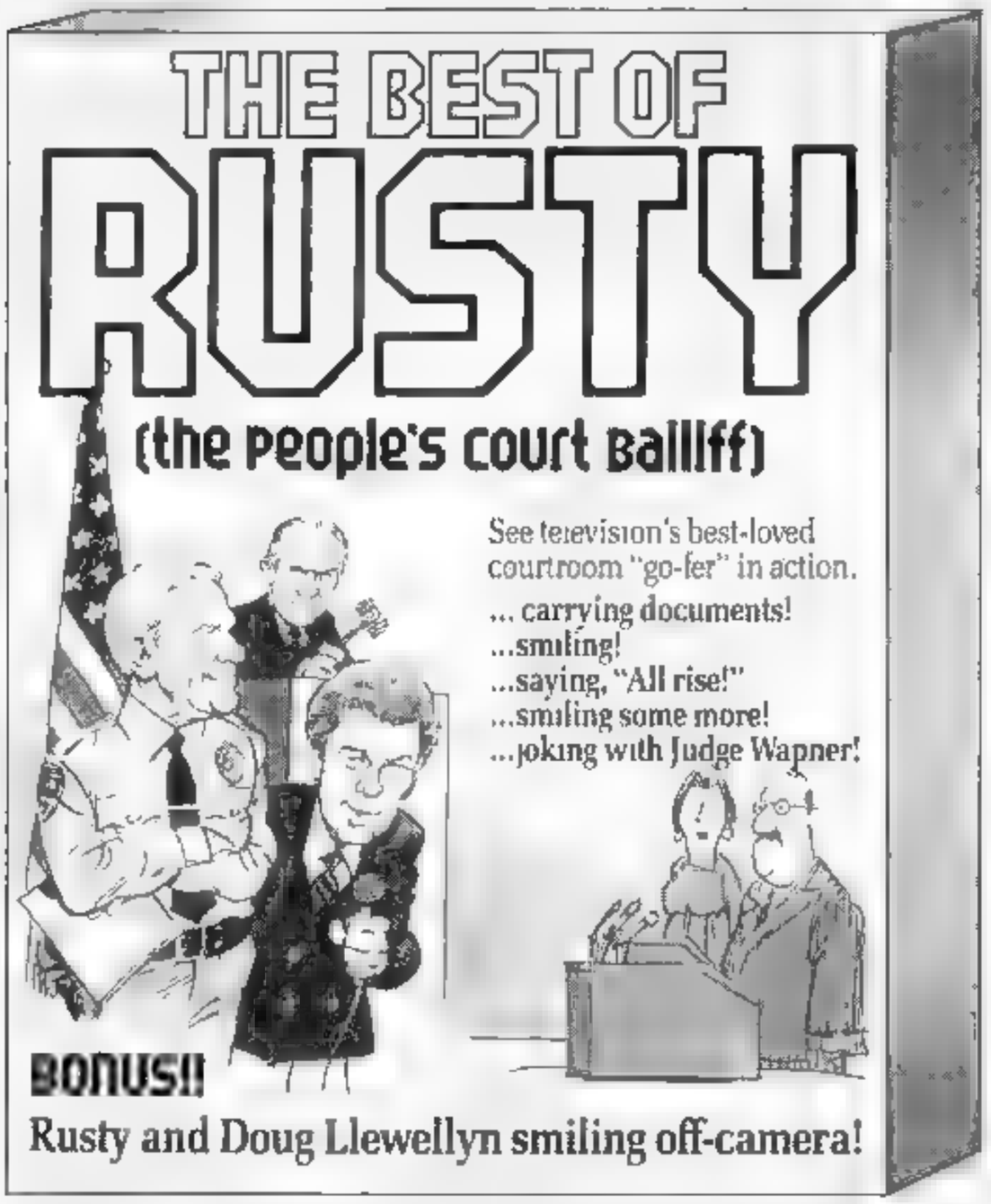
o Collections

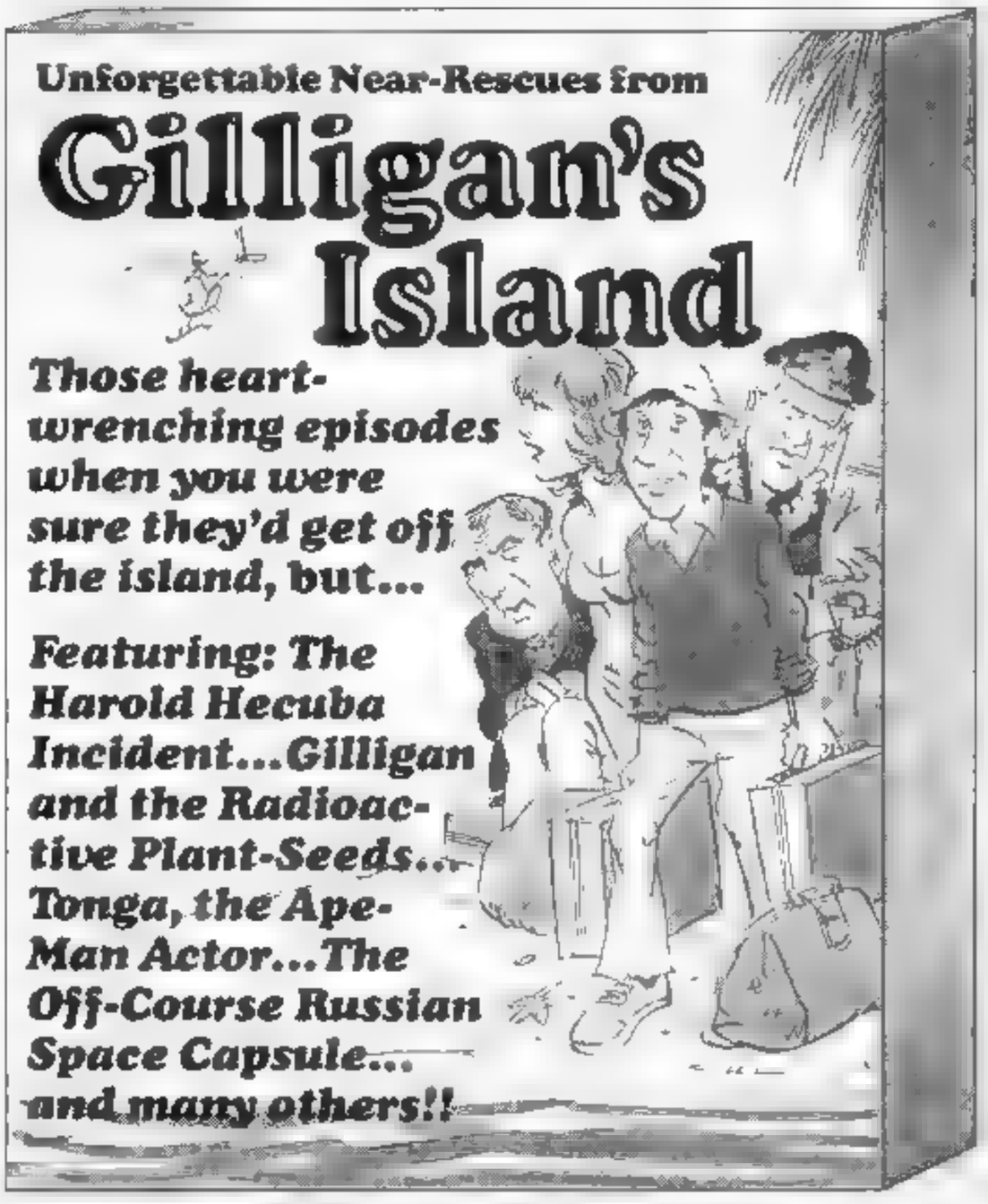
WE'RE SURE TO SEE

WRITER: MIKE SNIDER

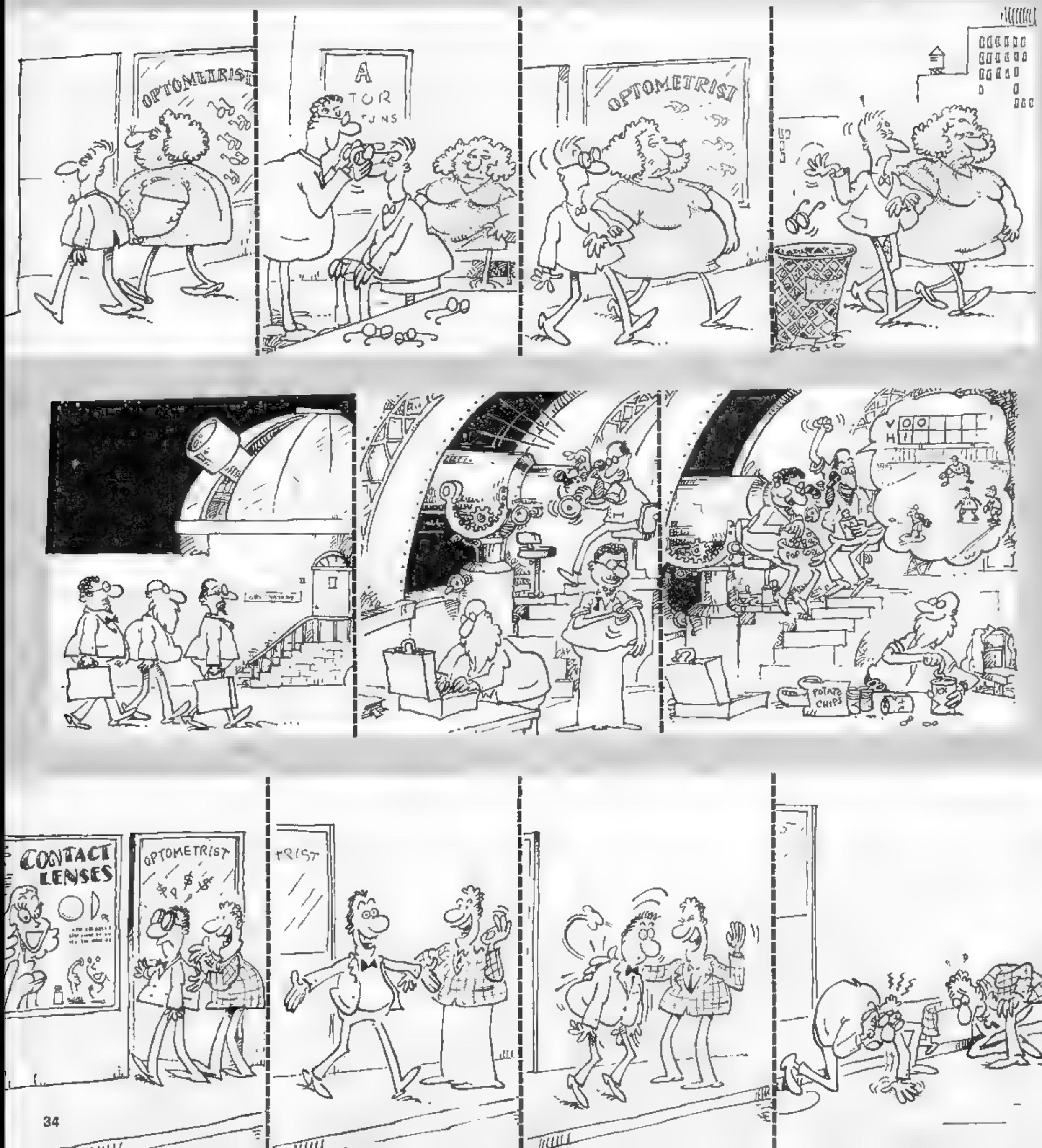

Forgotten Faces from
Saturday Night Live
The "instant has-beens" who turned TV's hottest
—ill-conceived and badly executed sketches!
—putrid and pointless John Belushi imitations!
—ENDLESS MINUTES of audience silence!


MOONLIGHTING'S DAVID & MADDIE:
GARBLE, GAB and GIBBERISH
Volume 1
All the unintelligible, overlapping dialogue you couldn't "get" the first time around...now on tape!

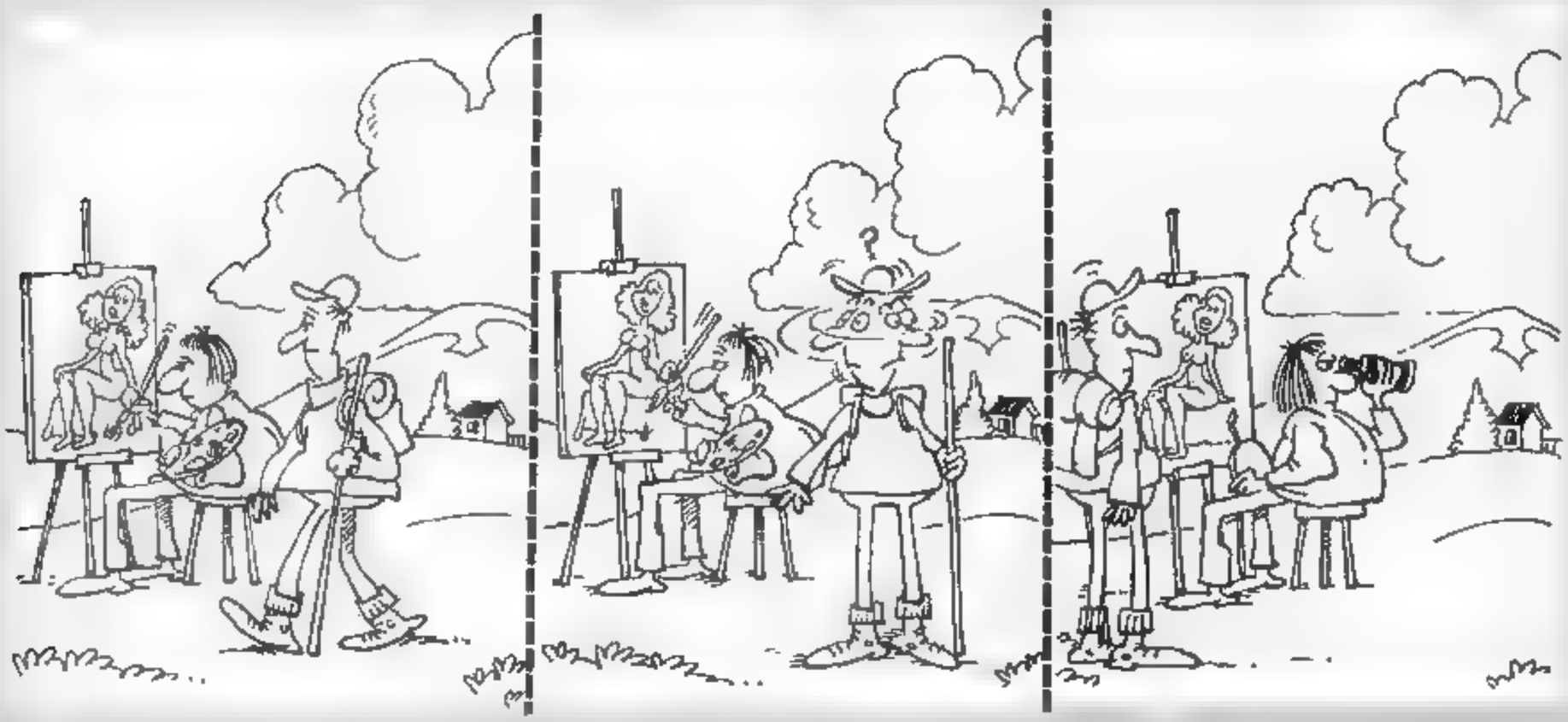



Unforgettable Near-Rescues from
Gilligan's Island
Those heart-wrenching episodes when you were sure they'd get off the island, but...
Featuring: The Harold Hecuba Incident...Gilligan and the Radioactive Plant-Seeds...Tonga, the Ape-Man Actor...The Off-Course Russian Space Capsule... and many others!!

A MAD LOOK AT


OPTOMETRIST
A
TOR
TUNS
OPTOMETRIST
V
H
POTATO CHIPS
CONTACT LENSES
OPTOMETRIST
TRIST

OPTICS



ARTIST AND WRITER: SERGIO ARAGONES

AWE-FULL DEPT.

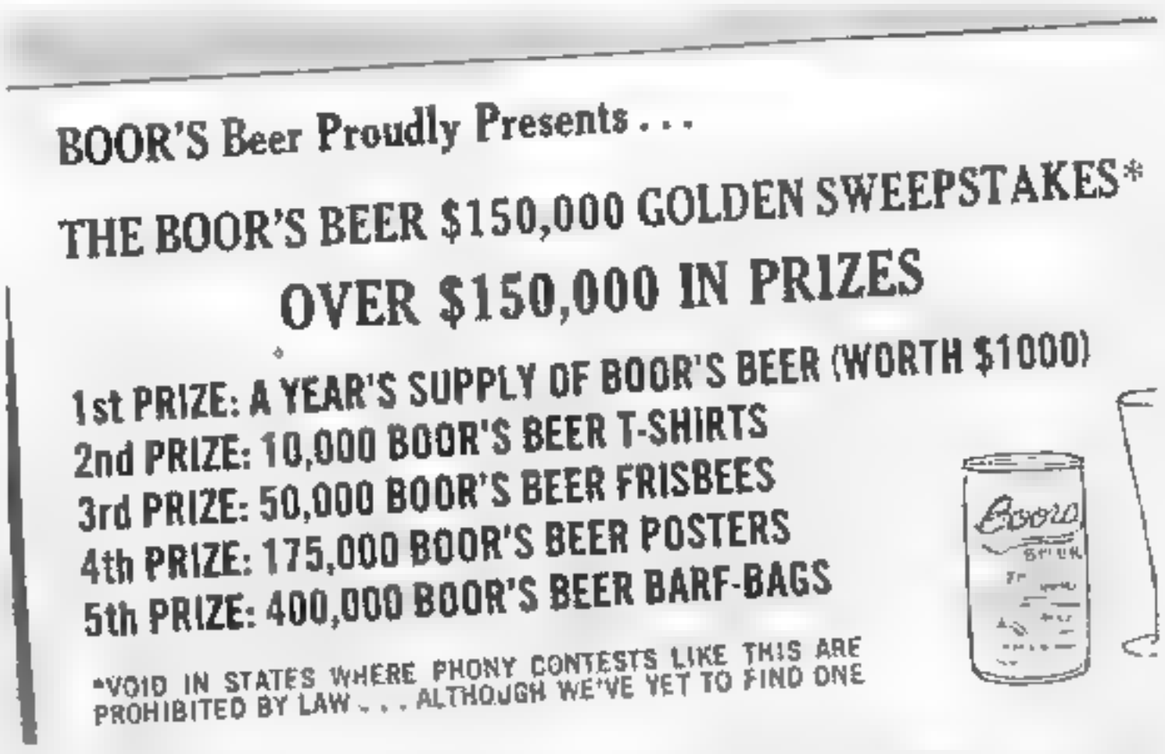
WHY ARE WE ALWAY

...EXPENSIVE "DESIGNER JEANS"...*that are turned out in the same Hong Kong factory that makes cheap, ordinary jeans.*

...THE LATEST DISCOVERIES IN MEDICAL SCIENCE *when the odds of finding a doctor who knows about the latest techniques are exceeded only by the odds of being able to pay for them*

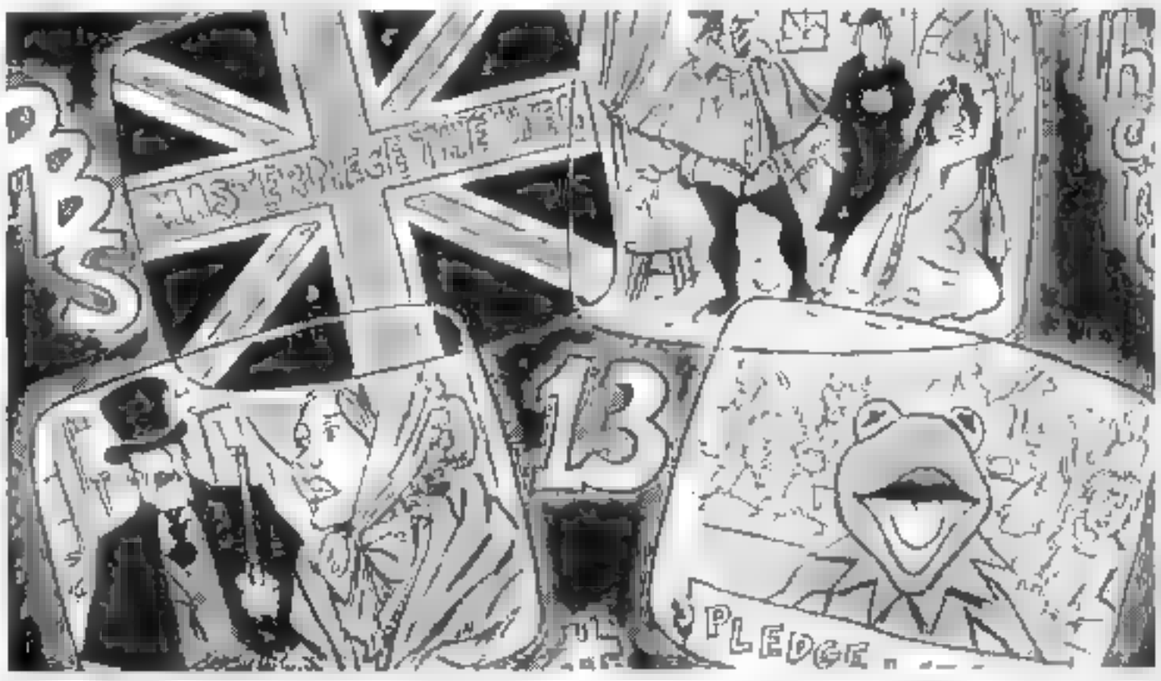
ARTIST: ANGELO TORRES

...THE PENTAGON'S NEW, ULTRA-SOPHISTICATED WEAPONS *when most of the teenage personnel who'll be handling these complicated weapons probably won't even be able to read or write.*


BOOR'S Beer Proudly Presents . . .
THE BOOR'S BEER $150,000 GOLDEN SWEEPSTAKES*
OVER $150,000 IN PRIZES
1st PRIZE: A YEAR'S SUPPLY OF BOOR'S BEER (WORTH $1000)
2nd PRIZE: 10,000 BOOR'S BEER T-SHIRTS
3rd PRIZE: 50,000 BOOR'S BEER FRISBEES
4th PRIZE: 175,000 BOOR'S BEER POSTERS
5th PRIZE: 400,000 BOOR'S BEER BARF-BAGS
*VOID IN STATES WHERE PHONY CONTESTS LIKE THIS ARE PROHIBITED BY LAW . . . ALTHOUGH WE'VE YET TO FIND ONE
Boor
BEER

...A CONTEST WITH $150,000 WORTH OF PRIZES *when you can bet your life that the prizes consist of one expensive item...and $149,000 worth of shoddy merchandising gimmicks.*

...RUSH-HOUR RADIO REPORTS THAT TELL US WHAT HIGHWAYS AREN'T CLOGGED WITH BUMPER-TO-BUMPER TRAFFIC...*when everyone else is listening to the same reports, and the roads that used to be traffic-free will soon be just as crammed.*



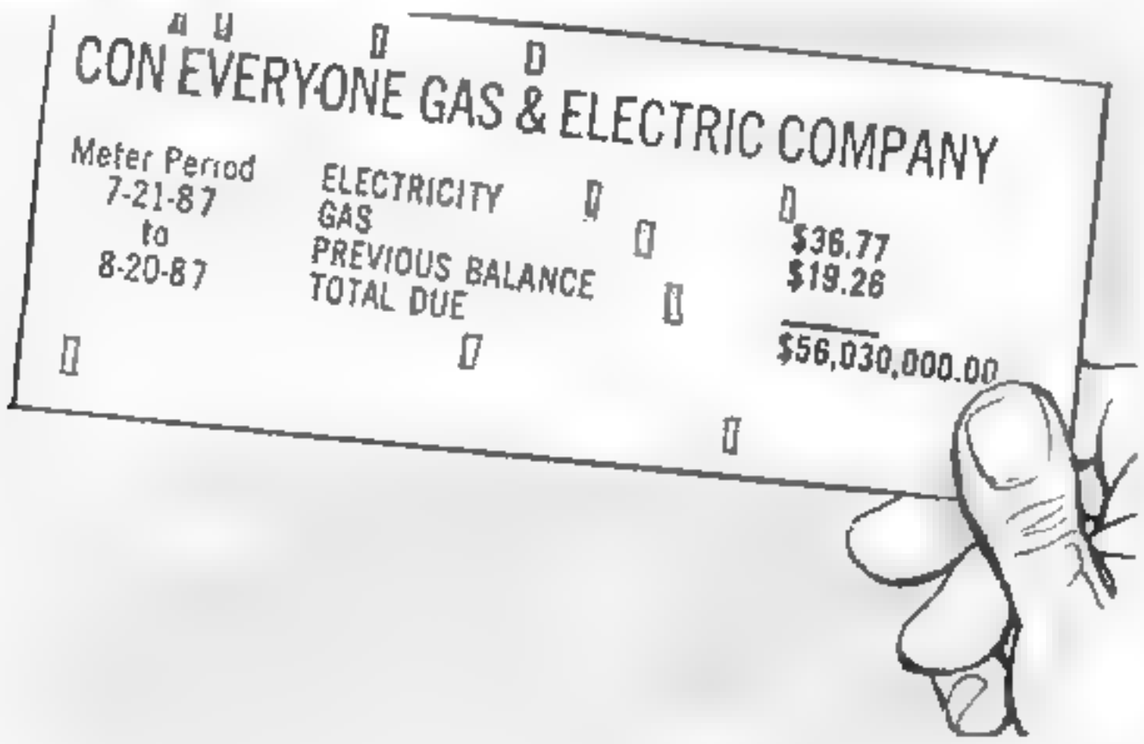
...PUBLIC BROADCASTING AS AN ALTERNATIVE TO THE SOAP OPERAS, SITCOMS, OLD MOVIES AND ENDLESS ADVERTISEMENTS SEEN ON COMMERCIAL TELEVISION... *when all we ever see on PBS are* British *soap operas,* British *sitcoms, old* British *movies, and endless appeals to viewers to send in their money.*

S IMPRESSED BY...?

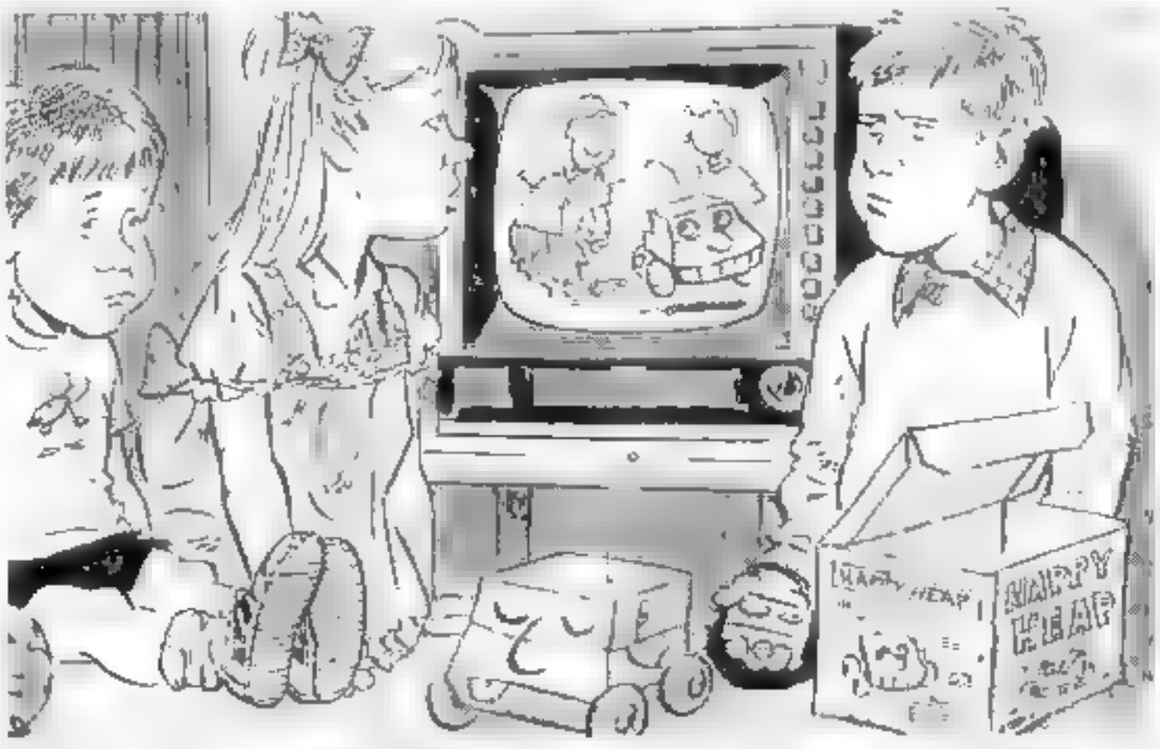
...COSTLY VCRS THAT CAN RECORD SIX HOURS OF PROGRAMS OVER 14 DAYS *...when nothing on TV is worth watching even once...much less saving for posterity.*

WRITER: BARRY LIEBMAN

...FOODS LABELED "ALL NATURAL" *...when the term can also be applied to appetizing items like fungus, crabgrass and horse manure*



...THE LATEST "SAFETY DEVICES" IN OUR LOCAL NUCLEAR POWER PLANT *...when we can plainly see—just by reading our own electric bill—what kind of incompetents are working there.*



...ANY TOY ADVERTISED ON SATURDAY CARTOON SHOWS *. when—minus the actors, props and special effects used in all the hard-sell commercials—the average toy is about as fascinating as the box it comes in.*

...ANY MAN'S COLOGNE WITH A MACHO NAME THAT'S PACKAGED WITH SCENES OF THE OLD WEST AND A TOUGH-LOOKING COWBOY *...when in reality, any guy caught wearing sweet-smelling cologne in the Old West was probably strung up on sight, or mistaken for a dance-hall girl.*

...A MOVIE THAT WINS "THE ACADEMY AWARD" *even though the Motion Picture Academy is filled with the same idiots who gave us "Ishtar," "Shanghai Surprise," "Back to the Beach," "Blind Date," and "The Care Bears in Wonderland."*

ASK KICKERS DEPT.

Have you ever stopped to think of how many forms you fill out in the course of a year while applying for such varied things as charge accounts and medical care and school admissions? More important, have you ever stopped to think that most of the people asking the questions are the same ones who are also asking you to

IF "THEY" HAD TO FILL OUT

ARTIST: HARRY NORTH

NEW PATIENT'S QUESTIONNAIRE FOR AN UNFAMILIAR DOCTOR

Please cooperate by answering all of the following questions completely. Your assistance will better enable the new patient now awaiting treatment to diagnose your qualifications for messing around with the only body that he (or she) will ever have.

(P.S. Just this once, try writing legibly, as there is no pharmacist on hand to attempt to decipher your usual childish scrawl.)

1. Do you plan to show off by describing my condition to me in complicated medical jargon that you know I can't understand?

2. Do you plan to ask for a specimen, and then just stand there and wait, thus making me too nervous to give you one? _____

3. Is your examining table covered with that hard, slick paper that sticks to a person's sweaty body on hot days?

_____

4. Do you customarily stick a tongue depressor so far back in a patient's throat that he tends to lose his cookies?

_____

5. Will you look in my ear with a flashlight, just so you can get close enough to breathe germs on me that you picked up from your previous patient?

6. When giving injections, how many stabs must you usually make before finding a vein?

7. Give a phone number where I can reach you tonight after the treatment you provide this afternoon fails to work. _____

OIL COMPANY'S APPLICATION TO BECOME A CREDIT CARD APPLICANT'S OIL COMPANY

Since the motorist presenting this questionnaire has just been required to fill out a long, probing form in order to buy gas and service from your company on credit, it seems only fair that you should reveal a few of your deepest secrets, too. Therefore, please find an employee who can read and write, and instruct him to answer the following. Also, instruct him not to leave dirty smudges on the paper, like those he usually leaves on everything he touches.

1. Please explain why "Full Service" costs 12-cents a gallon more, when all I get for it is a dirty rag rubbed over my windshield. _____

2. Are credit card holders entitled to such preferential treatment as actually getting new spark plugs when they are charged for them? _____

3. How high must your prices go before you can afford to hire someone to mop your rest room floor once a month? _____

4. Do you plan to raise gas prices again next summer, solely because you know motorists will buy more then, no matter how much it costs?

5. Will you continue to lower the octane rating on your unleaded gas until every car requires the premium grade costing 20-cents a gallon more?

6. Why does your dealer in my neighborhood insist that I need eight quarts of oil to fill a five-quart crankcase?

_____

7. Once I have my credit card, can I be waited on by that cheerful guy who does your TV commercials, rather than the grouch I presently get? _____

give them your money, your time or your trust? Well, now that you've stopped to think about it, don't you also think that matters should really be reversed, and you are the one who's entitled to do the questioning? MAD certainly thinks so! That's why we've prepared these nosy, fact-finding forms you'd sure enjoy using

T "YOUR" QUESTIONNAIRES

WRITER: TOM KOCH

POTENTIAL DEPOSITOR'S REQUEST FOR FULL DISCLOSURE OF BANKING COMPETENCE

This questionnaire is being presented to you by an ordinary working stiff who contemplates entrusting his life savings to your financial institution. Please take a moment to glance around at your employees, and imag me how nervous you u ould feel giving money to any of them. Then fill out this form in full
(Note: Your answers to these questions will not be kept any more confidential than you keep the deposit figures of your customers u hen credit agencies come snooping around.)

1. If I have $10,000 in my account, and try to withdraw $50, how many of your people must vouch for my honesty before I get it? _____

2. Are your tellers specifically instructed to go on their coffee breaks whenever there are more than four people waiting in line? _____

3. Do you have one of those drive-in windows where the girl behind the glass can hear everything I say, but I can't hear her at all? _____

4. Why am I allowed only 20 minutes of free parking in your lot when you know that the simplest transaction will take twice that long? _____

5. If you really have $500-million in assets, why can't you afford one workable ball point pen for use in filling out deposit slips? _____

6. Describe how your 73 year-old security guard with the thick glasses and the hearing aid plans to protect my money. _____

7. How many years must I have an account here before at least one of your tellers remembers having seen me before? _____

PROSPECTIVE EMPLOYER'S APPLICATION FOR JOB APPLICANT'S ACCEPTANCE

This vital form is presented by a potential employee who may soon have to start making changes in his leisurely life-style to go to work for your outfit. Naturally, this raises a lot of questions about your company's u orthi ness to ask for such a drastic personal sacrifice. Please take ample time to answer all of the following questions fully and truthfully. Failure to do so could result in my missing a chance to go to work somewhere else that has a better deal to offer.

1. How many weeks of paid vacation will I get the first year? _____

2. Can I take this vacation time before starting work, and if so, who do I see about getting paid for it in advance? _____

3. Must I actually show up for work at least once before phoning in sick, and starting to collect disability insurance? _____

4. Give names and department locations of three at tractive members of the opposite sex who are currently hot to start a new relationship. _____

5. Will someone be assigned to punch my time card for me on days when I am late, or must I make my own arrangements for that? _____

6. List some items of value that employees can safely carry out of the building without being stopped by the guard at the front gate. _____

7. If I start next Monday, how soon can I retire with full benefits? _____

POTENTIAL COUNTRY CLUB JOINER'S REQUEST FOR MUTUAL DISCLOSURE OF INFORMATION

While your Membership Screening Committee is naturally concerned about admitting an applicant whose character morality and community standing may not measure up to your standards, it is equally true that the applicant presenting this questionnaire isn't sure he wants to associate with you either. Therefore, please be advised that said applicant doesn't intend to write his check for membership fees until your club officials have written their answers to the questions on this form

1. Can I assume that you asked all those personal things about my religion because you want to be sure I don't have any, and will thus be available to play golf with you on Sunday?

2. I notice that you've had trouble finding black people who want to join your club. Would you like my help in finding some for you? _____

3. As community leaders, don't you feel obligated to tell the police that club members gamble for real money on your golf course? _____

4. In reference to Question Number 3, shouldn't your police report also mention the gambling in your card room? _____

5. Is that guard at the gate supposed to keep non-members from entering, or to keep members from leaving when they're too drunk to drive home? _____

6. What does your Pro Shop do with all the money it makes selling 75-cent golf balls for three-dollars apiece?

7. Did you ever stop to figure that I could play 800 rounds of golf a year at a public course for less than you charge in annual dues? _____

CAMPUS ADMINISTRATORS' STUDENT ACCOMMODATIONS TEST

READ ALL INSTRUCTIONS BEFORE ATTEMPTING TO ANSWER QUESTIONS!

This S.A.T. Exam is being given to selected college administrative personnel and professors by a recent high school graduate who has the tuition money your school needs. Therefore, acceptable answers to all questions are of utmost importance if you hope to enroll this desirable young person. This S.A.T. may determine the whole future course of your life. So don't get nervous and blow it all by choking up.

1. Do your dormitories have any Freshman Restrictions, such as a curfew requiring me to be in by breakfast time? _____

2. Is there an adequate number of students of the opposite sex on campus, and, if not, what steps are being taken to correct this? _____

3. Does your library have plenty of dimly lit, secluded corners where I can take a date on occasions when I can't afford a motel room? _____

4. How far off campus (plus or minus one block) is the nearest tavern employing a bartender who never checks I.D.s? _____

5. Name at least three potential All-American football players who have signed letters of intent to enroll at your school next fall. _____

6. Are your faculty members specifically instructed not to give hard homework assignments that might interfere with my social life? _____

7. Use this space to give your sworn assurance that you can get me a job paying at least $30,000 a year following my graduation. _____

NETWORK CORRESPONDUNCE DEPT.

Hi, I'm Rum Reagan, Jr! You remember me—I appeared on *Saturday Night Live* without my pants! That's why MAD asked me to expose—I mean uncover—some of our country's most influential men. You see them on TV, but you can't always tell if they're wearing pants...no, not the Supreme Court! I mean the guys with real power—TV reporters! Nowadays they do more than just relay news—sometimes they bend, twist, and even create it! They've changed from lowly broadcasters into media superstars. But even a six-figure salary can't hide the fact that they're still just storytellers! And none more so than Mr. Brash Bluster, who's been selected as...

MAD'S TV NEWSREPORTER OF THE YEAR

ARTIST: MORT DRUCKER WRITER: LOU SILVERSTONE

Mr. Bluster has agreed to take time from his **hectic schedule** and meet with us **on the job!** Brash, let's begin with a **direct question!** Exactly **what** goes on in here?

Fine! How 'bout it, sir? My audience wants to hear your **candid description** of what happens in a **high-powered newsroom!**

(Psst!) Brash, why is he **reading** his answer?

He's **just** an **anchorman!** He's only got to **act** like he knows what he's talking about! He's paid to **wear make-up, not** to **think!**

Hey—he's **just like** my **dad!**

Get him to tell you!

The newsroom is where great minds knock themselves out trying to keep the public informed at all times!

WORLD NE

TV

THE NEWSROOM IS WHERE GREAT MINDS KNOCK THEMSELVES OUT TRYING TO KEEP THE PUBLIC INFORMED AT ALL TIMES

ALL THE NEWS THAT FITS— DON'T SQUINT!

MORT DRUCKER

Brash, this just came in, and it's **terrible news!**

Great! Catastrophes keep us in **business!** What happened? Another **product tampering? A bombing? A plane crash?**

Worse! See for **yourself!**

Oh, **no!** How could God let this **tragedy happen??**

What **is** it?!

The latest **ratings!** Our show's in **last place!**

WORLD NEWS

We've got to **jack up** our **ratings!** Let's run another **real-life drama,** like that bit we did last week on **dwarf-throwing!**

Sorry, we're **all out!** Let's go with that **bad flood** in L.A.!

How many were **killed?**

None, but **property damage** is running into the **millions!**

Property damage?! Hell, we're not selling **real estate!** Our viewers want to be **entertained!**

There's good footage of a **train wreck** in **Chile—**

My audience doesn't care about those **African countries!**

There were **hundreds** of casualties!

Oh—sounds **good!** Any **Americans?**

No!

Too bad! Let's **run it anyway!**

Well, look what just **dropped in** from the **sky!** Hello, Ahmal! **What's happening?**

I am **very displeased!** Your ratings **suck!** And you run my stories with **ads** for **automatic mattresses!** Unless there is **immediate** improvement, I shall **switch** to **another station!**

Listen, Ahmal— we made a **deal!**

So **sue me!**

You have a **deal** with a **terrorist,** a man who **kills innocent people?!?**

Yeah, I give him **air time** to make his **demands,** and he gives me **exclusive coverage** when he pulls off a **big job!**

Doesn't it **bother** you to negotiate with a **murderer?**

Sure! That guy has no sense of **loyalty!** I made him a **household name,** and now for a few, ratings points, he's ready to **split!**

Doesn't the **government object** to your dealing directly with a notorious **international criminal?**

Be serious! If it weren't for the **media,** the **government** wouldn't know what the hell's **going on** over there!

TV

I read that most TV shows are aimed at **14-year-olds.** Is that true of **news** programs?

Not exactly.. kids don't watch the news, **adults** do. We aim at the type who can watch some poor fool get **blown up** and then run out for a **Big Mac**—in other words, an **adult** with the **mind** of a **14-year-old!**

WORLD NEWS

IDIOT BOX

Come on. I have to tape something for this week's "special concern" feature, and it's **not easy** finding a **decent subject!**

Why? There are **plenty** of **problems** in our society!

Yeah, but just try to find **one** that wasn't already made into a **miniseries!**

ONE WAY

NO PARKING FOR-EVER

WORLD NEWS

WORLD NEWS inc

MONASTERY - A HOME FOR UNWED FATHERS

What are you **looking for?**

I thought I'd report on the **street bums**—the poor **home-less** people

Do these newscasts really do any **good?**

Sure! They help **my ratings!**

But do they help the **homeless?**

That's not my problem! I'm a newsman, not a **social worker!**

Make sure you get her in the **background!** Is my **makeup** okay?...

I'm standing on New York's ritzy east side. Behind me lies one of the homeless. This **poor woman** might be somebody's **mother,** yet **every night** she **sleeps** on the **sidewalk,** penniless, hungry and **cold!** It makes you realize, "there but for the **grace of God** .." This is Brash Bluster, goodnight.

That was **very touching.**

Yeah, it should sell a lot of **fur coats!** Let's break for lunch! I'm **starving!**

Got any **change,** mister?

Get a **job,** lady!

Hey, **look!** That **broad** is Congress-woman Snerd! Her **kid** was just **busted** for **drugs!**

Mrs. Snerd, how do you feel about your son, the **pusher?** Is he a **junkie,** or does he just **sell** to **little kids?** Will this scandal **destroy** your political career? Is your **husband** a **crook?**

Mrs Snerd, do you consider yourself to be a **good mother?**

No comment!

Did you use **drug money** to pay for your **campaign balloons?**

Mrs. Snerd...

That's **awful,** the way those guys are **harrassing** that **poor woman!**

Yeah! Those **heartless slobs** are ruining **my exclusive interview** right before I **eat!**

Mr. Bluster, I'm a **big, big fan** of yours! I watch your show **every night!** Would you mind **signing** this?

For God's sake, can't you see I'm **eating?!** Were you **born** in a **barn?** I deserve **privacy!** Why can't you **vultures** leave me **alone?!!**

Hey—we have to **get moving!** I'm covering a **funeral** in **Harlem!**

This is a quiet, **dignified** funeral. There's **nothing wild** going on!

I'll take care of **that!** Give me a **couple** of **minutes!**

Mrs. Johnson, your son's death was a **tragedy!** Was he a victim of **police brutality,** and do you think the cops are covering up?

The cops had **nothing** to **do with it!** He was **hit** by a **bus!** Let the **dead rest!**

Yeah, yeah **Look,** if this was a **white boy,** would they **murder** him just for **painting graffiti?!**

Now you know **why** I don't want to **live** in **New York City!**

Will the police **get away with this?**

No way, man! Let's **get** those **mothers!**

I told you we'd get some **action!** Sometimes a good newsman has to do **more** than report a story—he has to **create it!** This is your "on-the-spot" reporter, Brash Bluster, reporting to you **live** from the **riot scene!**

Brash, what was your all-time **greatest** news story?

I'd have to say my exclusive with the **heart transplant patient!**

I remember that! The poor man **died** on **camera!** Do you think the **shock killed him** when you asked if he knew that his **new heart** came from a **monkey?**

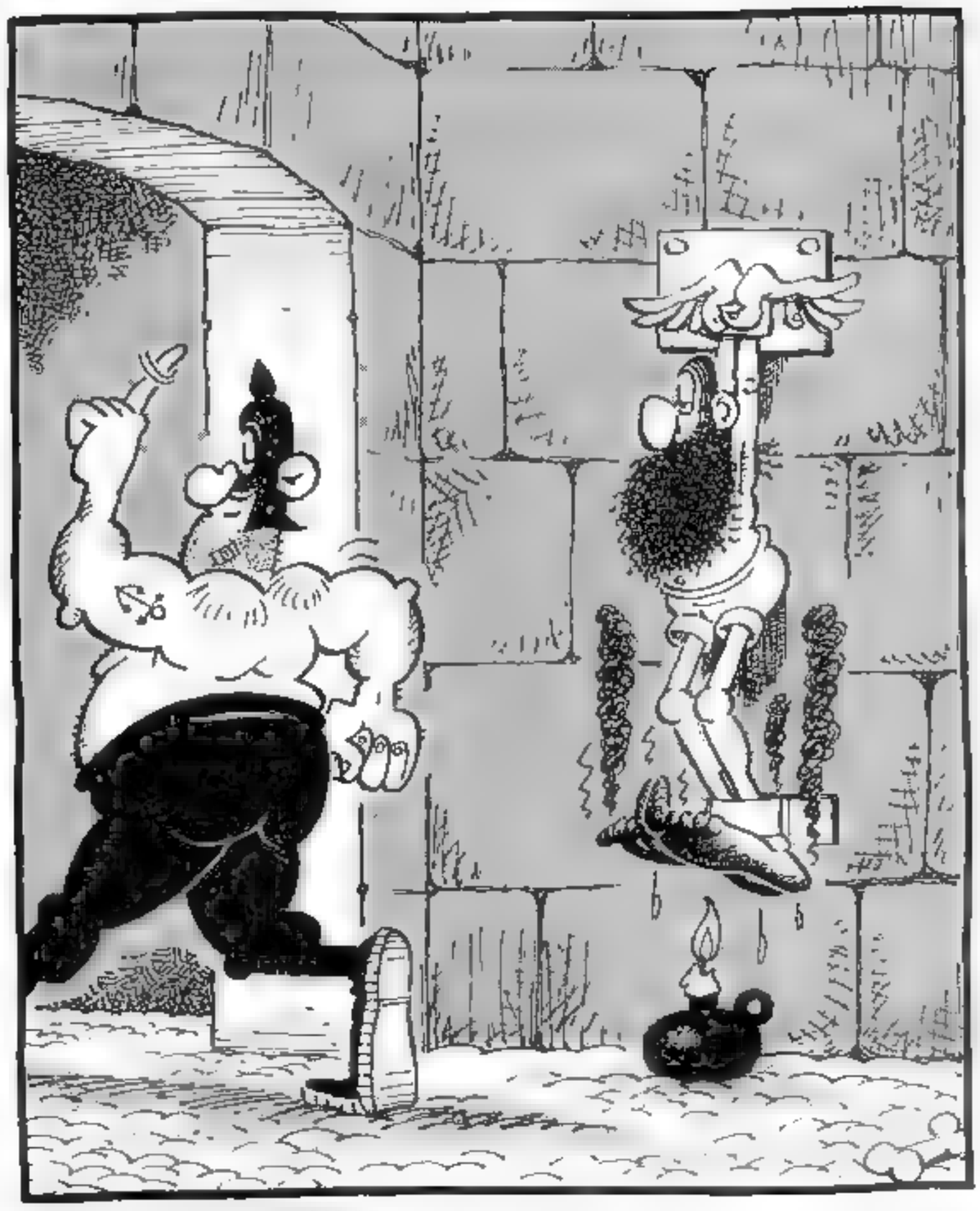
Naw, he **croaked** 'cause we had to **unplug** his **life support systems** when we set up our **TV equipment** in his **hospital room!**

Speaking of **croaking,** it's about time to **unplug** this **interview!**

One thing about working for MAD—I couldn't **take off** my **pants** till I had something **else** to put on! **Thank God** I didn't find my **ballet costume** until now! This is Rum "pantywaist" Reagan, Jr., **signing off** for **MAD!**

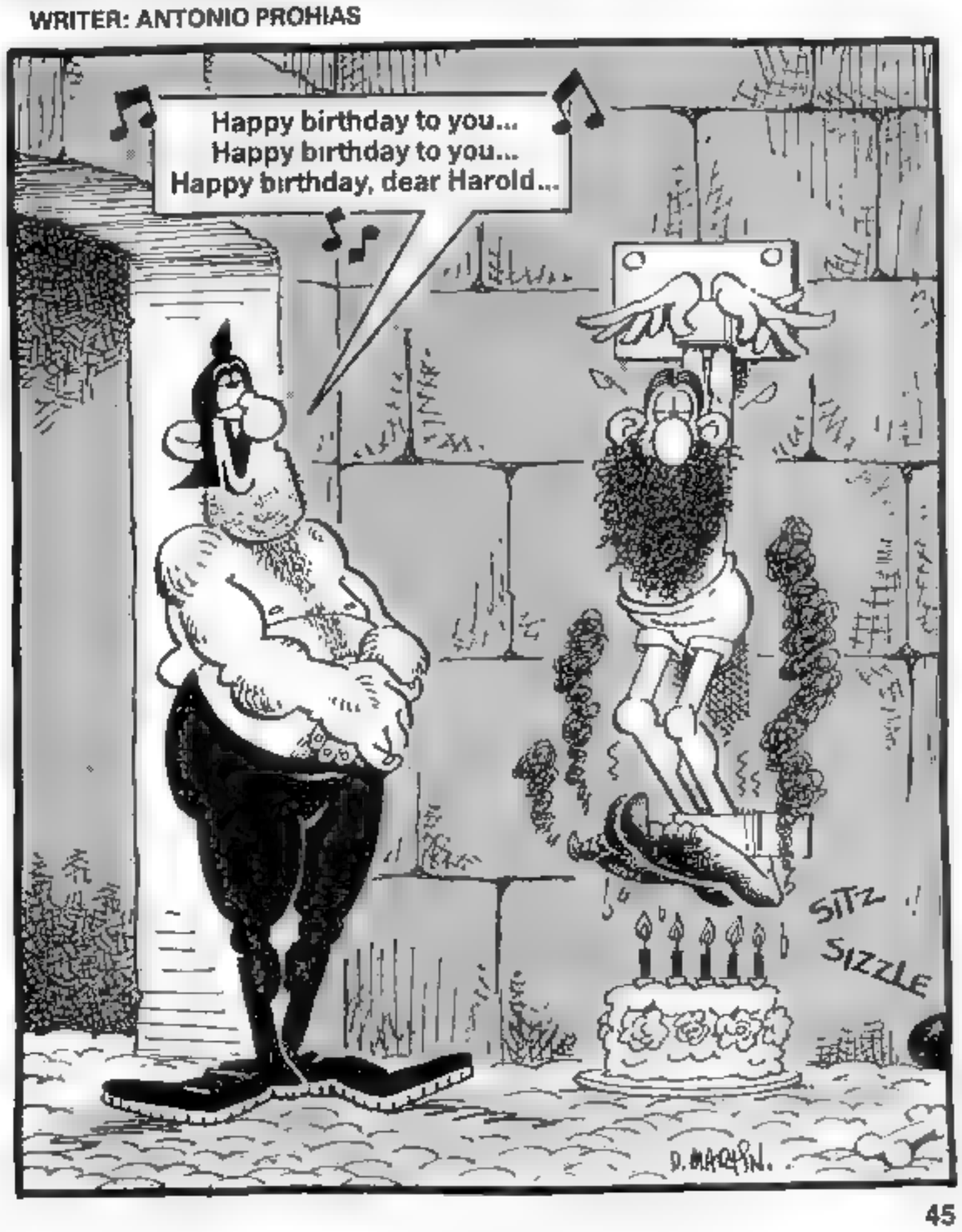
THE MAD MAD

ONE SPECIAL DAY IN THE DUNGEON



ARTIST: DON MARTIN

WRITER: ANTONIO PROHIAS



BETTER DEAD THAN BLED DEPT.

If you're like us, you're no doubt waiting with gleeful anticipation for Hollywood to stop producing all those needless and boring movie sequels and just let them die off! Well,

THE MOVIE SEQUEL

STAR WARS

Its corpse is rotting
in the ground;
Its spaced-out days are through;
It fought to stay
alive, but found
The Force was fed up, too!

NERDS

These wimps are
like dead herring now;
No more do they survive;
Which makes no
diff'rence anyhow—
They looked the same alive!

SUPERMAN

His final flick
was such a bore
He crashed down from the sky,
Thus giving proof
forever more
Man wasn't meant to fly!

PSYCHO

Some say that
it was suicide,
but others
disagreed;
We only know when
Hitchcock died
Its death was guaranteed!

ARTIST: BOB CLARKE WRITER: FRANK JACOBS

even though most of these movie series are still very much alive and kicking, we at MAD want to let them know we have some choice plots of ground ready and waiting for them in...

GRAVEYARD

STAR TREK

No Klingon killed
these spacemen bold
Or dumped their bodies here;
But when they beamed down
fat and old,
We knew the end was near!

POLICE ACADEMY

Good riddance to these
hopeless clowns
With all their stupid gaffes;
Check out the crime in
real-life towns—
You'll see why no one laughs!

FRIDAY THE 13TH

A NIGHTMARE ON ELM STREET

Each time we swore
this pair had died,
They came back from the brink;
But now the fact can't be denied—
They're dead for sure...we think!

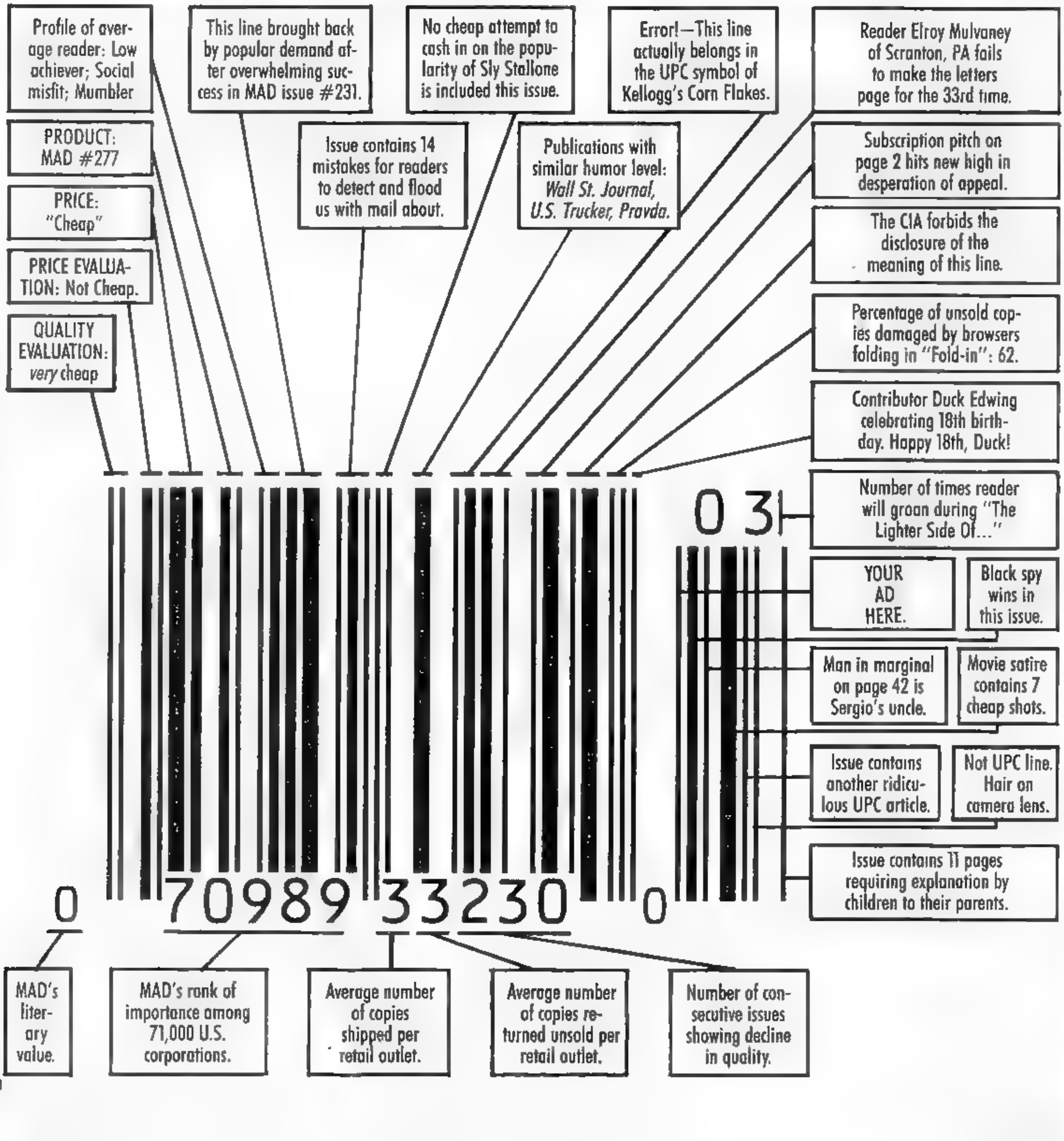
ROCKY

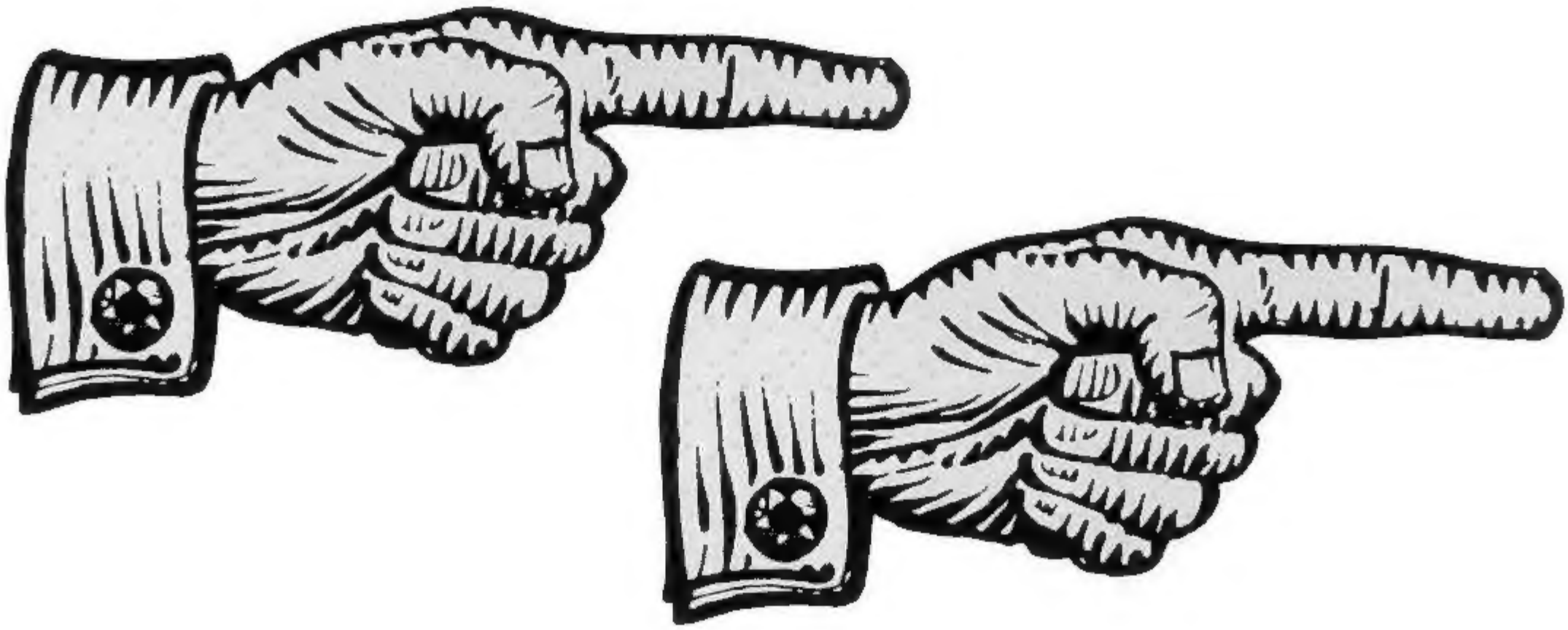
We could have left
these sequels here,
But dug them up instead;
We had to think
of Sly's career—
Without them, As'd be dead!

Like so many other "suppliers," MAD has been forced to use the Universal Product Code. The electronic UPC scanning system now provides instant data about MAD for all its retail outlets. You may have wondered what all the lines and numbers on our front cover *really* mean. Well, wonder no more! Here, in lurid detail, is...

MAD'S UPC SYMBOL EXPLAINED

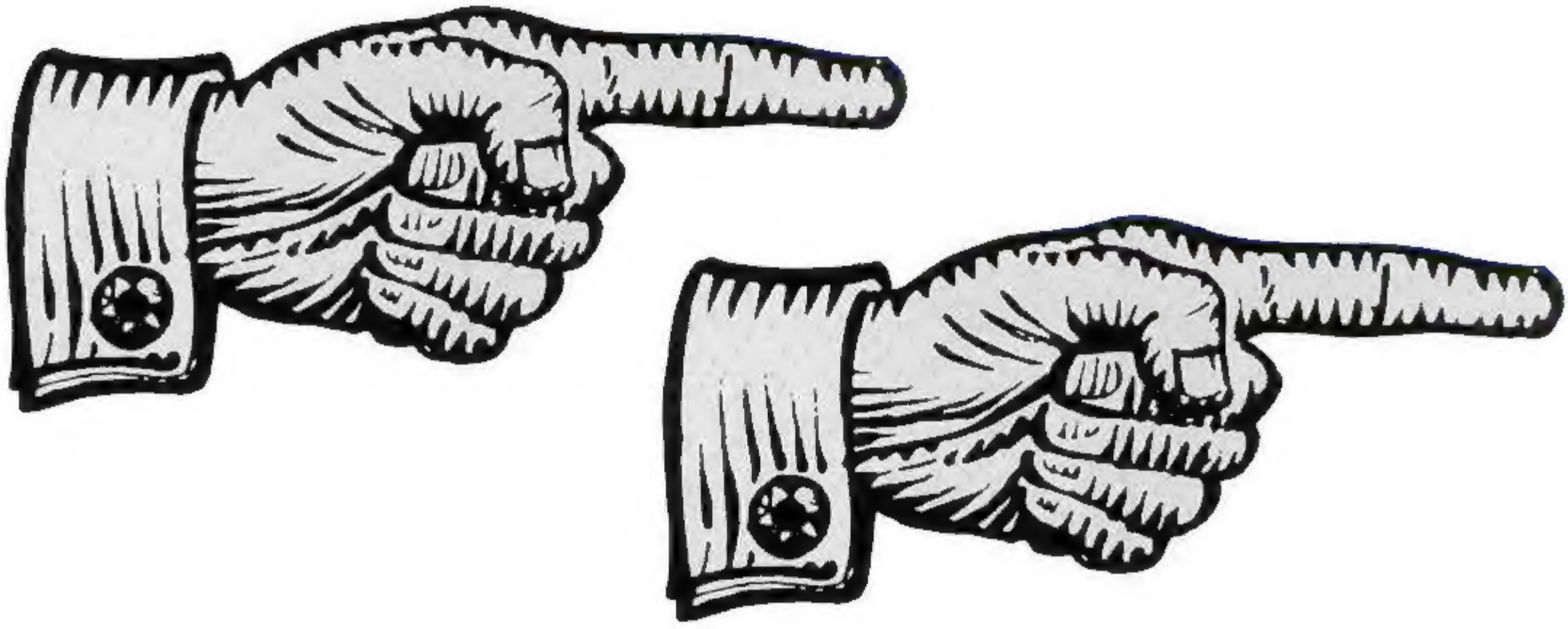
WRITER: FRANK JACOBS


Profile of average reader: Low achiever; Social misfit; Mumbler
This line brought back by popular demand after overwhelming success in MAD issue #231.
No cheap attempt to cash in on the popularity of Sly Stallone is included this issue.
Error!—This line actually belongs in the UPC symbol of Kellogg's Corn Flakes.
Reader Elroy Mulvaney of Scranton, PA fails to make the letters page for the 33rd time.
PRODUCT: MAD #277
PRICE: "Cheap"
PRICE EVALUATION: Not Cheap.
QUALITY EVALUATION: *very* cheap
Issue contains 14 mistakes for readers to detect and flood us with mail about.
Publications with similar humor level: *Wall St. Journal, U.S. Trucker, Pravda.*
Subscription pitch on page 2 hits new high in desperation of appeal.
The CIA forbids the disclosure of the meaning of this line.
Percentage of unsold copies damaged by browsers folding in "Fold-in": 62.
Contributor Duck Edwing celebrating 18th birthday. Happy 18th, Duck!
0 3
Number of times reader will groan during "The Lighter Side Of..."
YOUR AD HERE.
Black spy wins in this issue.
Man in marginal on page 42 is Sergio's uncle.
Movie satire contains 7 cheap shots.
Issue contains another ridiculous UPC article.
Not UPC line. Hair on camera lens.
Issue contains 11 pages requiring explanation by children to their parents.
0 70989 33230 0
0
MAD's literary value.
MAD's rank of importance among 71,000 U.S. corporations.
Average number of copies shipped per retail outlet.
Average number of copies returned unsold per retail outlet.
Number of consecutive issues showing decline in quality.



Nothing to see here!

Please skip ahead.



WHAT SEEMS TO BE THE ONLY WAY OF MAKING YOUR FORTUNE TODAY?

HERE WE GO WITH ANOTHER RIDICULOUS

MAD FOLD-IN

People are always scrambling to make it big one way or another. To find out what today's best bet for success is, simply fold the page in as shown in diagram on left.

FOLD PAGE OVER LIKE THIS!

A› FOLD THIS SECTION OVER LEFT ‹B FOLD BACK SO "A" MEETS "B"

HISTORICALLY, THERE WAS ONLY ONE WAY OF GETTING THE RICHES ONE WANTED. HARD WORK. BUT TODAY, LOTS OF PEOPLE FEEL THIS LEADS TO THE CEMETERY RATHER THAN TO THE WEALTH THEY DESIRE.

A› ‹B

WHAT SEEMS TO BE THE ONLY WAY OF MAKING YOUR FORTUNE TODAY?

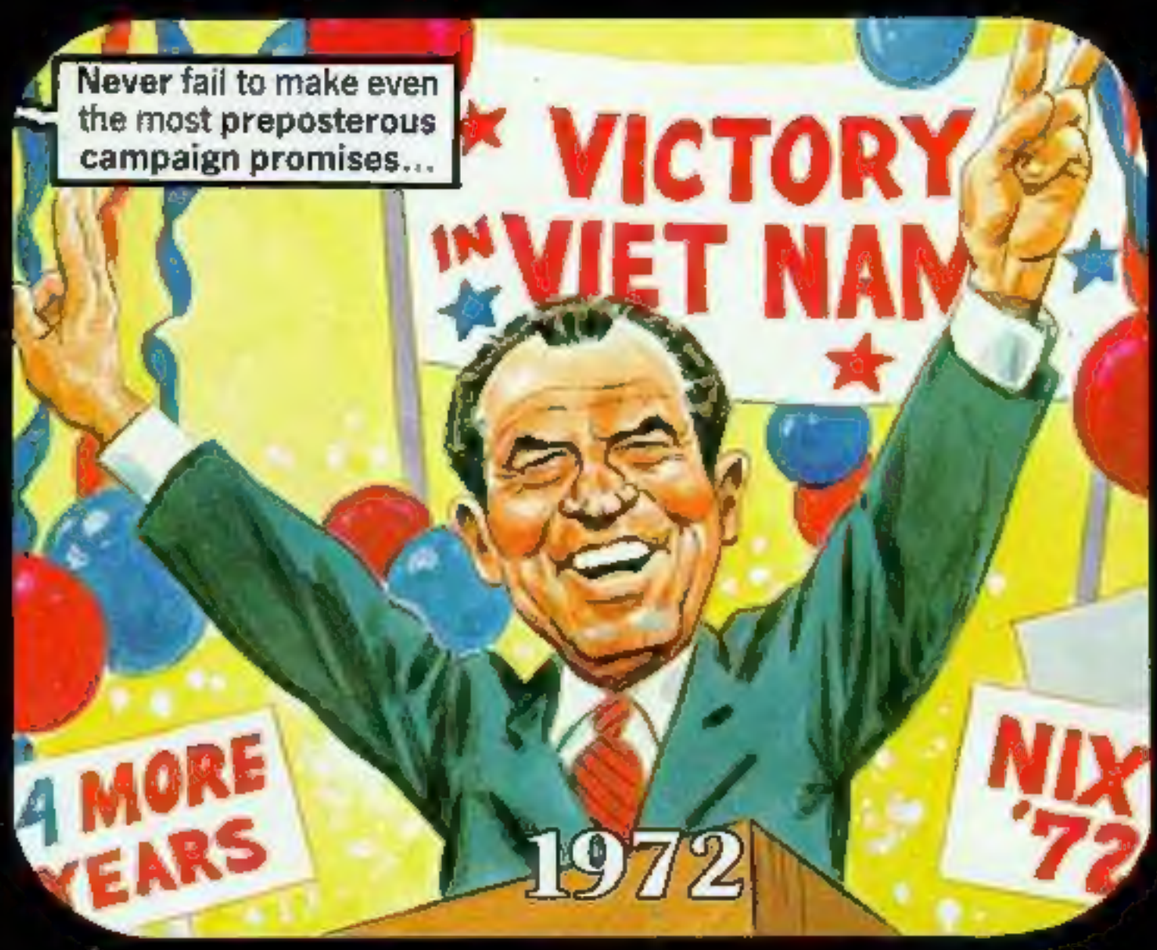
FOLD PAGE OVER LIKE THIS!

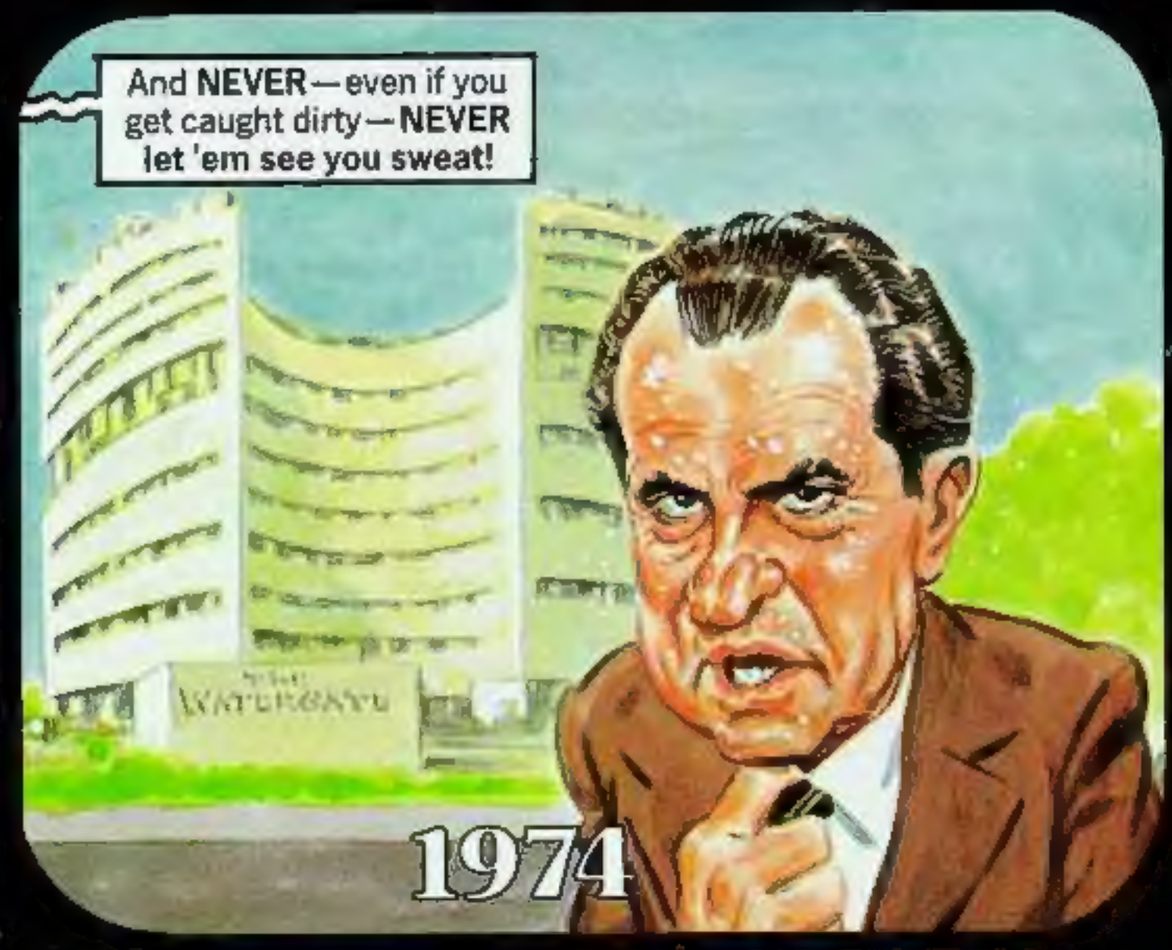
A ⋈ B FOLD BACK SO "A" MEETS "B"

HITTING THE LOTTERY

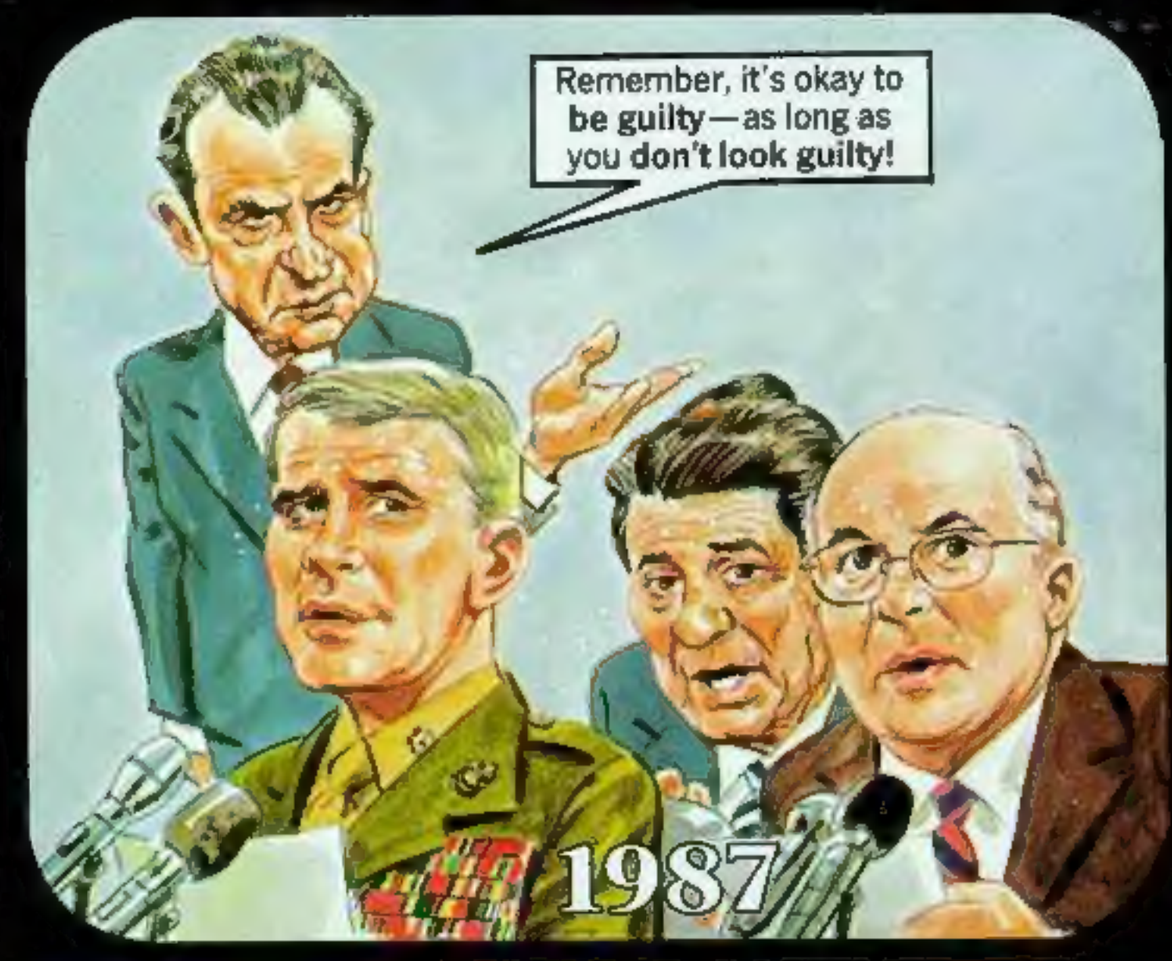
A⋈B

A TV COMMERCIAL WE'D LIKE TO SEE





DRY IDEAL
Roll-On Anti-Perspirant
That's the whole idea behind new
DRY IDEAL
Roll-On Anti-Perspirant
Eliminates embarrassing stains so you can raise your right hand and take the Fifth Amendment with confidence!



ARTIST: ANGELO TORRES

WRITER: BILLY DOHERTY